

TOWN OF HERNDON

Citizens' Opinion Survey

**Comparative Report
1998-2007**

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PROCEDURAL INFORMATION

METHODOLOGY

This telephone survey of Herndon residents' opinions was conducted by Continental Research Associates, Inc., a full-service marketing research firm in Virginia. The purpose of the study was to learn how residents feel about their community and the services provided by the Town of Herndon. A benchmark study was performed in 1995, and similar tracking surveys have been performed periodically since that time.

The 2007 questionnaire was similar to those used in prior years, although a few new items were added to the survey. To be considerate of each resident's time, the survey was limited in length. Screening questions were included to verify that each participant was an adult head of household (over age 18), eliminate business phone numbers, and verify that the person resided within the Town of Herndon's boundaries. To avoid inherent bias, Town employees were not included in this study.

The survey began with an open-ended question asking residents how they learn about Town of Herndon services, policies, and programs. Respondents were then asked to discuss what they like best about living in Herndon. This was followed by a rating of 26 attributes related to life in Herndon (e.g., the Herndon Community Center, parks, police services, snow removal, the flow of traffic). Residents were then given an opportunity to make overall suggestions for improvement, elaborate on traffic issues, safety concerns, and the condition of properties in Herndon. After a few questions about the Town's Web site, five demographic questions were included.

After the draft survey was approved, the questionnaire was pre-tested by senior staff members on a sub-sample of Herndon residents. A pre-test is necessary to identify wording difficulties or sequencing problems and consider any design or format changes that could improve the overall flow of the interview. Thirty-two households were included in the pre-test. Only minor changes were made as a result of the pre-test. A copy of the questionnaire is included in the Appendix of this report.

During the fieldwork phase, a cross-section of households was asked to participate. The list of telephone numbers in Herndon was generated by Continental Research using a copyrighted in-

METHODOLOGY (continued)

house software program. The random sample was then cross-referenced with a client-provided list of all Herndon street names to ensure that only geographically-qualified households would be contacted.

The data collection phase is extremely important. A team of eight professional interviewers conducted the surveys. Each had extensive training and several years of experience prior to working on this study. Three were bi-lingual, although language was generally not a problem. Several of the interviewers had worked on prior Herndon studies. Each interviewer attended a detailed briefing session to receive important instruction on administering the questionnaire. Current issues relating to Herndon were also discussed. Role-playing exercises were used with the pre-formatted questionnaire to practice the proper techniques for administering the survey, discuss various probes, and develop a tempo for reading the survey verbatim.

All contacts were made from our central telephone facility in Norfolk, Virginia. To eliminate the bias caused by more female-headed households and females answering the phone more frequently, a statistical technique was used to select the adult in the household who would be asked to participate in the survey. Initial calls were made from 5:15 to 9:15 p.m. Monday through Thursday and from 4 to 9 p.m. on Sunday. These hours were used to ensure the inclusion of both working and non-working adults. If a respondent asked to be called back at another date or time, an appointment system was used to accommodate his schedule.

In order to achieve a representative sample, households selected for inclusion in the study were called up to six times, on different days, before a substitute phone number was added to the sample frame. A few appointments were made with busy people who were not available at the time of the call, and a very small number of surveys were completed over two contact calls.

A total of 300 interviews were completed between October 23rd and November 8th. Each interview took approximately 17 minutes to complete. Although this is a rather long survey, most residents who were contacted were eager to participate. Survey responses were entered directly into the

METHODOLOGY (continued)

computer using Computer-Assisted Telephone Interviewing (CATI) technology. This process allows for the rotation of survey items within a grid-style question, eliminating sequence bias.

A supervisor was present at all times to electronically monitor the interviewers' work, hearing both sides of the conversation and observing the recording of answers. Over 38% of all interviews were fully monitored, and an additional 25% were partially monitored. This is far in excess of the 5-10% industry standard for validation.

Each evening, a de-briefing session was held at the end of the shift to discuss the survey's progress and how Town residents were responding to the survey. These meetings provide anecdotal information that is useful when interpreting the tabulated findings and help identify whether any current events are impacting the survey results. There had been significant news coverage about the closing of the Town's day labor site, and that resulted in some increased interest in the topic of immigration.

As the interviews were completed, the open-ended survey responses were read and evaluated by a coder. Similar responses were grouped into categories and assigned a numeric code. These codes were then entered into the computer and verified by a second key operator. A detailed computer program was written to tabulate the findings, and the surveys were analyzed using a statistical software package known as SPSS (i.e., the Statistical Package for the Social Sciences). This report presents the 1998 - 2007 data in column form for side-by-side comparison. (Prior years' surveys are available from the Town of Herndon.)

Generally speaking, the percentages in this report total vertically to 100%. The "n= __" indicator beneath each column indicates how many people responded to that particular question. Any "Don't Know" responses were excluded. When averages are used to compare data over time, the significance of any variation in those averages has been tested using a T-Test statistic. The T-Test is a computer-generated calculation that identifies whether two averages (i.e., the means and their distributions) are "significantly" different from one another. Any results that were found to be significant are indicated on pages 51-53.

MARGIN OF ERROR

This survey was conducted with a random sample of Herndon households (as opposed to contacting everyone). Because random selection was used, the survey results represent Herndon households well. Typically, any percentage in a report will vary slightly from the findings of a complete census. The Margin of Error is considered to be the **maximum** amount a percentage in this report might vary from what a full census would produce. This calculation involves a two step process. First, the traditional Margin of Error is calculated. Then, because the population of Herndon is relatively small, a statistical adjustment is made.

In Herndon, a sample size of 300 produces results where (we are 95% certain that) any percentage in this report would be within ± 5.5 percentage points. The $\pm 5.5\%$ Margin of Error applies to a 50% figure found anywhere in the report. Smaller or larger percentages are more accurate. The chart below shows the Error Margins for various percentages in this report.

If the report percentage is	The Margin of Error will be
99%	$\pm 1.1\%$
95%	$\pm 2.4\%$
90%	$\pm 3.3\%$
80%	$\pm 4.4\%$
70%	$\pm 5.1\%$
60%	$\pm 5.4\%$
----- 50%	Highest Margin of Error $\pm 5.5\%$ -----
40%	$\pm 5.4\%$
30%	$\pm 5.1\%$
20%	$\pm 4.4\%$
10%	$\pm 3.3\%$
5%	$\pm 2.4\%$
1%	$\pm 1.1\%$

EXECUTIVE SUMMARY

The Town of Herndon has commissioned this community opinion survey conducted by Continental Research Associates, Inc. Three hundred randomly-selected households were contacted by telephone and asked to rate various Town services and characteristics. The 2007 questionnaire was similar to those used in prior years. Professional interviewers contacted Herndon households between October 23rd and November 8th, asking them a series of questions that took approximately 17 minutes. The results were tabulated and analyzed, and the findings presented to the Town of Herndon in November. This report tracks the survey results from 1998 through 2007. The 2007 study included a full cross-section of Herndon residents:

Table 1: 2007 Profile of Respondents

Avg. number of years lived in Herndon	14.6 yrs.
% who reported being homeowners	71.7%
% who reported being renters	28.3%
Avg. age	45.4 yrs.
% who are White	59.7%
% who are African American	8.0%
% who are Hispanic	20.3%
% who are from another ethnic background	12.0%
% who reported a yearly household income of \$100,000 or more	47.3%

The questionnaire opened by asking residents how they currently learn about Town of Herndon services, policies, and programs.

Table 2: Top 6 Ways Residents Learn About the Town of Herndon

Current Source:	Percentage:
The Herndon Observer	41.0%
Information sent in the mail	17.0%
The Town's Web site	9.7%
From friends and family	7.3%
Newspapers (in general)	4.0%
The Herndon Calendar	3.7%

EXECUTIVE SUMMARY (continued)

When asked to select (from a list) the best way to receive information about Herndon's services, policies, and programs, the top four choices were:

Table 3: Top 4 Ways Residents Prefer to Learn About Herndon

Preferred Source:	Percentage:
The Herndon Observer, Herndon Times, or Herndon Connection	52.7%
Information sent in the mail	22.7%
The Town's Web site	18.3%
HCTV on Cox Ch. 23 or Verizon Ch. 42	4.0%

Each resident surveyed was asked to describe what he or she liked BEST about living in Herndon. A wide variety of responses were given, and the top 12 are presented here:

Table 4: What Residents Like Best About Herndon

Factor:	Percentage:
The small town atmosphere/Quaint	24.3%
Town services are excellent	7.3%
Convenient/Central location (e.g., for shopping)	7.3%
Friendly community	6.7%
Lots of community activities and festivals	6.0%
Quiet/Peaceful community	4.3%
I work close by	4.3%
The government is responsive/approachable	3.7%
I feel safe/Good police force	2.7%
Many things are within walking distance	2.7%
We have a nice Community Center	2.7%
I like my neighborhood	2.3%

EXECUTIVE SUMMARY (continued)

Using a 4-point scale, each participant was asked to rate his or her satisfaction with 26 services provided by (or characteristics of) the Town of Herndon. To simplify the results, the answers are grouped such that Very Satisfied + Satisfied is called “Satisfied,” and Dissatisfied + Very Dissatisfied is called “Dissatisfied.” Many municipalities define excellence as having achieved an 80% or higher satisfaction level. Of the 26 Town services rated, 24 of them were above the 80% threshold (plus the Web site item asked later). In fact, 12 items achieved a satisfaction level of 95% or higher.

Table 5: Items Achieving 95% or Higher in Satisfaction

Service/Characteristic:	% Satisfied:
The programs, services, & playing conditions at Herndon Golf Course	98.9%
The variety of classes at the Herndon Community Center	97.9%
The cleanliness/appearance of public buildings & grounds	97.7%
The number & quality of cultural activities, the arts, concerts, etc.	97.0%
The quality & professionalism of police service	96.6%
The information available to you about Town services	95.7%
The responsiveness of the Town’s police officers	95.6%
The activities & entertainment at the Herndon Festival	95.6%
The newspaper insert on the Town’s budget	95.5%
The service when paying real estate taxes, water bills, or buying decals	95.3%
The quality of Town parks & park amenities	95.3%
The adequacy of rain water drainage from Town streets	95.3%

Twelve items fell beneath 95%, but above the 80% threshold for satisfaction. They were: the cleanliness of Town streets, the quality of the water and sewer services, the condition of Town

EXECUTIVE SUMMARY (continued)

streets, the curbside trash and recycling services, the job Herndon is doing in giving you a good value for your tax dollar, snow removal, how responsive the Town staff is to citizens' ideas or concerns, how bicycle and pedestrian-friendly the Town is, street lighting, the appearance of properties in your neighborhood, the appearance of properties in other neighborhoods, and how safe you feel in Herndon.

Only two of the 26 items fell below the 80% threshold.

Table 6: Items That Fell Below the 80% Threshold of Satisfaction

Service/Characteristic:	% Satisfied:
The flow of traffic on Town streets	74.3%
The Town's efforts to enforce regulations that control how many people can live in one home or apartment	63.1%

Even though traffic flow was rated somewhat lower than most other Town characteristics, there was a substantial increase in the percent who were satisfied in 2007 when compared to prior years (74.3% were Satisfied in 2007, 63.0% in 2003, and 47.7% in 2000). When a traffic follow-up question was asked in 2007, complaints about congestion on Elden Street were only about half what they were in the prior survey (2003).

With regard to Herndon residents' satisfaction with "the Town's efforts to enforce regulations that control how many people can live in one home or apartment," researchers believe that the meaning of this question was interpreted in different ways. For example, one person said he was satisfied because enforcement is lax, while another was satisfied because it is strong. Yet, another person was dissatisfied because they viewed enforcement as being weak, while a fourth person was unhappy if enforcement was strong. Essentially, the wording for this question made certain assumptions about enforcement being "good," but not all respondents agreed. As such, this question cannot be taken at face value.

EXECUTIVE SUMMARY (continued)

Because averages are more sensitive to changes over time, a more appropriate way to analyze rating data involves calculating an average satisfaction score for each Town service/characteristic. Using 4=Very Satisfied, 3=Satisfied, 2=Dissatisfied, and 1=Very Dissatisfied, a 4.0 is the highest possible average score. A higher average rating usually reflects more responses being in the “Very Satisfied” category (as opposed to the “Satisfied” category). When we report “Percent Satisfied” those changes are masked.

A high average score means a higher level of satisfaction. In considering the average satisfaction ratings, the 2007 averages are quite impressive. All of the 26 items rated above the scale’s mid-point of 2.5. In fact, all but three are above 3.0 on the 4-point scale.

Table 7 displays the 10 highest rated items.

Table 7: Ten Highest Rated Herndon Characteristics/Services*

Service/Characteristic:	Avg. Rating:
The responsiveness of the Town’s police officers	3.46
The quality & professionalism of police service	3.45
The activities & entertainment at the Herndon Festival	3.43
The number & quality of cultural activities, the arts, concerts, etc.	3.40
The curbside trash & recycling services	3.39
The appearance of public buildings & grounds	3.37
The cleanliness of Town streets	3.37
The snow removal from Town streets	3.35
The service when paying real estate or water bills or buying a decal	3.32
The information available to you about Town services	3.30

*Additional avg. ratings can be found on pgs. 51-53.

Although the 2007 scores were very favorable, it is not unusual for opinion ratings to vary from year to year. A T-Test analysis was performed to isolate any changes in the average ratings,

EXECUTIVE SUMMARY (continued)

comparing 2007 to the prior years. Table 8 displays several items that showed significant improvement over the prior years.

Table 8: 2007 T-Test Analysis - Nine Items That Showed Significant IMPROVEMENT Over the Prior Years

Town Service/Characteristic:	2007 Rating Was a Sig. Improvement Over:					
	1998	1999	2000	2001	2002	2003
Curbside trash & recycling		✓	✓	✓		
Service rec'd when paying real estate tax, etc.	✓	✓	✓			
Info. available about Town services	✓	✓				
Rain water drainage	✓	✓	✓	✓		✓
The newspaper insert on the Town's budget		✓				
Street lighting		✓		✓		
How responsive Town staff is to citizens						✓
Flow of traffic on Town streets	✓	✓	✓	✓	✓	✓
Efforts to control number of people in homes						✓

KEY: ✓ = the 2007 rating was significantly higher than that year.

Concerns about safety appear to be the only notable decline. Table 9 shows the significant declines in the 2007 average ratings (based on T-Tests) when compared to the prior surveys.

Table 9: 2007 T-Test Analysis - Six Items Showing Significant DECLINE Over the Prior Years

Town Service/Characteristic:	2007 Rating Was a Sig. Decline Over:					
	1998	1999	2000	2001	2002	2003
Activ. & entertainment at Herndon Festival	✓					
Variety of classes at Community Center	✓					
Condition of Town streets	✓					
Appearance of prop. in your neighborhood					✓	
Level of safety you feel in Herndon	✓	✓	✓	✓	✓	✓
Good value for the tax dollar				✓	✓	

KEY: ✓ = the 2007 rating was significantly lower than that year.

EXECUTIVE SUMMARY (continued)

Each survey participant was given an opportunity to name one thing that they would most like to see improved in Herndon. While 16.3% were generally happy and unable to think of a suggestion, the remainder gave a wide variety of answers. The top ten suggestions related to: traffic, too many unrelated people living together, the number of illegal immigrants now living in Herndon, the influx of illegal immigrants, a desire to have an official day labor site again, loitering, concerns about safety, more frequent trash pickups, controlling housing growth, and being kinder to immigrants who have made Herndon their home. Pages 54 and 55 show the complete list of suggestions.

Internet Access/Satisfaction With Town's Web Site

Internet use has grown in recent years, with 90.7% of the households saying they have access either from a computer at home or at work. Of those with Internet access, 67.3% had visited the official Town of Herndon Web site. Nearly all of them (92.9%) were either "Very Satisfied" or "Satisfied" with the Town's Web site.

EXECUTIVE SUMMARY (continued)

Conclusion

This community survey is an important tool for keeping track of what's important to Herndon residents. Feedback from the "average" citizen allows Town leaders to make important decisions about budgeting, current and future Town services, and strategic growth/development.

The results of this survey suggest that residents are very pleased with their overall quality of life. There are some concerns about topical issues (e.g., the day labor site), but generally speaking, Town residents agree that Herndon is a pleasant place to live. They rate important Town services (i.e., police services, trash collection, the Town's Web site, snow removal, etc.) very high and are quite satisfied with the customer service they receive from Town employees. Clearly, Herndon has much to be proud of.

While these results are extremely favorable, Herndon has some residents who are dissatisfied with certain aspects of life in Herndon. For example, about 37% of those surveyed were not happy with the Town's ability to control how many people are living in a home or apartment. In a similar vein, there is some concern (13%) about the appearance and maintenance of properties in Herndon. While the situation appears to be improving, about 26% of the residents remain concerned about the flow of traffic on Town streets. And, about 14% of those surveyed now have concerns about safety in Herndon (a percentage that has increased substantially since 2003). Tracking this data is important. Community surveys help Town governments budget their resources in ways that will create the greatest positive impact for taxpayers.

SURVEY RESULTS

NOTE: Percentages in this report are rounded to the nearest tenth, therefore, you may experience rounding error when two or more percents are combined.

Slight wording changes were made to some of the questions over the years. Please refer to the individual year's report for the exact wording.

How long have you lived in Herndon?**(Grouped for presentation purposes)**

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
One year or less	3.7%	3.7%	4.7%	5.7%	3.3%	5.3%	3.7%
Two years	1.3%	2.0%	8.7%	2.3%	5.3%	4.0%	3.7%
Three years	5.7%	1.0%	9.7%	5.3%	11.0%	6.0%	6.7%
Four years	9.0%	4.7%	4.0%	8.0%	6.3%	5.7%	3.7%
Five years	10.0%	8.6%	7.0%	7.7%	7.0%	6.0%	6.7%
Six years	5.7%	7.0%	5.0%	3.7%	3.0%	3.7%	2.7%
Seven years	3.7%	6.0%	3.3%	4.0%	4.0%	5.7%	5.3%
Eight years	5.3%	3.3%	1.7%	4.7%	4.3%	6.0%	3.0%
Nine years	6.0%	2.7%	2.7%	2.7%	2.7%	3.7%	3.7%
Ten years	9.3%	9.0%	7.0%	7.7%	7.3%	3.7%	6.3%
Eleven to fifteen years	18.3%	23.9%	18.7%	19.7%	20.3%	18.7%	17.3%
Sixteen to twenty years	8.0%	11.3%	10.0%	9.7%	10.0%	12.7%	14.7%
Twenty-one or more years	<u>14.0%</u>	<u>16.9%</u>	<u>17.7%</u>	<u>19.0%</u>	<u>15.3%</u>	<u>19.0%</u>	<u>22.7%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=300	n=301	n=300	n=300	n=300	n=300	n=300
Mean (average)* =	11.4 yrs.	13.3 yrs.	12.3 yrs.	12.5 yrs.	12.1 yrs.	13.8 yrs.	14.6 yrs.

*Based on non-grouped data.

People learn about Town of Herndon services, policies, and programs in various ways. What is the MAIN way you now learn about these things?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
The Herndon Observer	n/a	n/a	n/a	n/a	n/a	n/a	41.0%
Information sent in the mail							17.0%
The Town's Web site							9.7%
I hear things from friends and family							7.3%
Newspapers (in general)							4.0%
The Herndon Calendar							3.7%
Herndon Connection							2.7%
The Internet (in general)							2.7%
Going to the Community Center							2.3%
Herndon Times							1.7%
HCTV on Cox Ch. 23 or Verizon Ch. 42							1.7%
I call the Town Hall if I have any questions							1.3%
Regular network TV							1.0%
Attends Town Council meetings							0.7%
Inserts in utility bills							0.7%
The Town of Herndon Guide							0.7%
I receive e-mail from the Mayor							0.7%
I hear things from Herndon Harbor House							0.3%
I look in the telephone directory							0.3%
I can't think of any source in particular that I use							0.7%
							100.0%
							n=300

I'd like to read some choices to you. Please tell me which ONE of these would be the best way for you to learn about Herndon's services, policies, and programs?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
The Herndon Observer, Herndon Times, or Herndon Connection*	n/a	n/a	n/a	n/a	n/a	n/a	52.7%
Information in the mail*							22.7%
The Town's Web site*							18.3%
HCTV on Cox Channel 23 or Verizon 42*							4.0%
Information by e-mail							1.3%
Information by word of mouth							0.7%
Other Web sites*							<u>0.3%</u>
							100.0%
							n=300

*These choices were read to each respondent.

2007 Responses Only

What do you like BEST about living in the Town of Herndon?

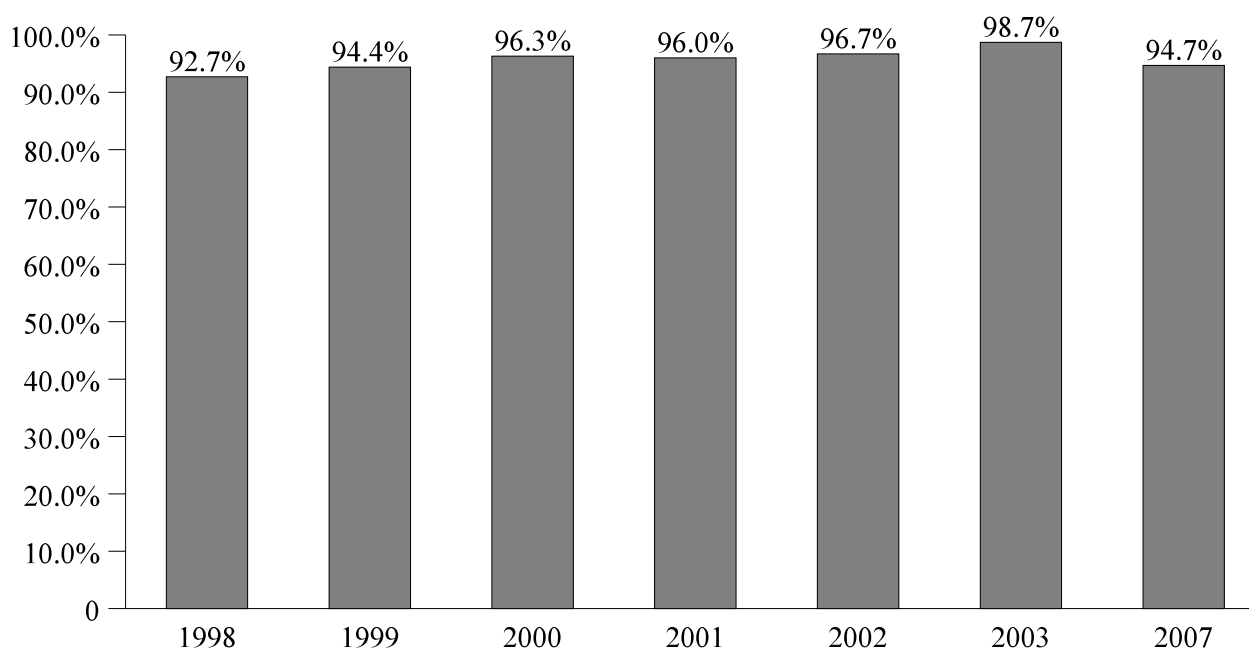
	<u>2007</u>
Small town atmosphere/Quaint	24.3%
Town services are excellent	7.3%
Convenient/Central location (e.g., for shopping)	7.3%
Friendly community	6.7%
Lots of community activities and festivals	6.0%
Quiet/Peaceful community	4.3%
I work close by	4.3%
The government is responsive/approachable	3.7%
I feel safe/Good police force	2.7%
Many things are within walking distance	2.7%
We have a nice Community Center	2.7%
I like my neighborhood	2.3%
It's historic	1.7%
It's very diverse	1.7%
It is close to D.C.	1.7%
It's near the airport	1.7%
Good schools	1.3%
Good Mayor	1.3%
The walking paths and bike trails are nice	1.3%
I'm near the toll road	1.3%
I grew up here	1.0%
To be near friends	1.0%
Herndon has good restaurants	1.0%
Area is attractive/has nice trees	1.0%
Been here a long time, so I stay	1.0%
Not congested like a city would be	0.7%
Herndon is a growing community	0.7%
We found a house we liked	0.3%
Herndon has reasonable taxes	0.3%
There is plenty for kids to be involved in	0.3%
Herndon is affordable	0.3%
The area has good job opportunities	0.3%
I'm not particularly happy here now	<u>5.7%</u>
	100.0%
	n=300

I realize that you may receive some of your services from Fairfax County, but I would like to ask you about the services provided by the Town of Herndon.

Overall, are you Very Satisfied (4), Satisfied (3), Dissatisfied (2), or Very Dissatisfied (1) with the quality of the water and sewer services?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	36.0%	29.9%	34.0%	34.3%	38.0%	39.7%	35.0%
Satisfied	56.7%	64.5%	62.3%	61.7%	58.7%	59.0%	59.7%
Dissatisfied	6.3%	4.3%	2.0%	3.7%	3.3%	1.0%	5.0%
Very Dissatisfied	<u>1.0%</u>	<u>1.3%</u>	<u>1.7%</u>	<u>0.3%</u>	<u>0.0%</u>	<u>0.3%</u>	<u>0.3%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=300	n=301	n=300	n=300	n=300	n=300	n=300
Mean (average) =	3.28	3.23	3.29	3.30	3.35	3.38	3.29
Overall Percent Satisfied	92.7%	94.4%	96.3%	96.0%	96.7%	98.7%	94.7%

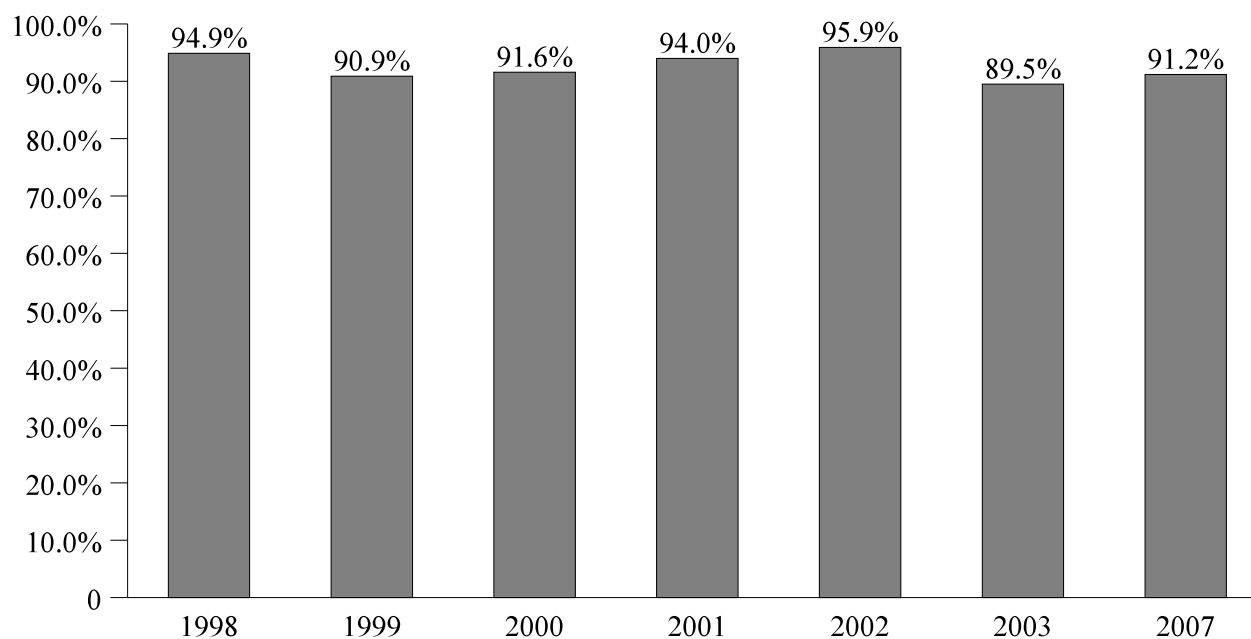
Overall Percent Satisfied



How satisfied are you with the snow removal from Town streets?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	48.3%	38.6%	35.1%	40.7%	42.2%	39.7%	45.4%
Satisfied	46.6%	52.3%	56.4%	53.3%	53.7%	49.8%	45.8%
Dissatisfied	3.4%	7.0%	7.8%	5.3%	3.0%	9.8%	7.5%
Very Dissatisfied	<u>1.7%</u>	<u>2.0%</u>	<u>0.7%</u>	<u>0.7%</u>	<u>1.0%</u>	<u>0.7%</u>	<u>1.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=294	n=298	n=296	n=300	n=296	n=295	n=295
Mean (average) =	3.41	3.28	3.26	3.34	3.37	3.28	3.35
Overall Percent Satisfied	94.9%	90.9%	91.6%	94.0%	95.9%	89.5%	91.2%
# of people who were not sure:	6	3	4	0	4	5	5

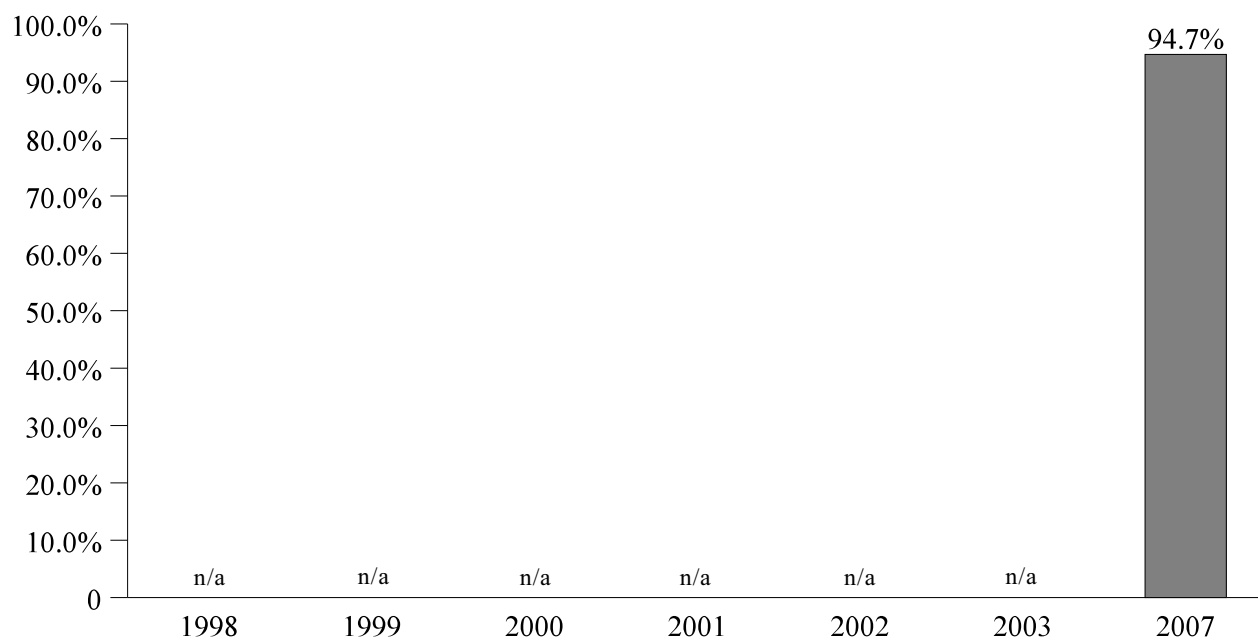
Overall Percent Satisfied



How satisfied are you with the cleanliness of Town streets?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	n/a	n/a	n/a	42.3%
Satisfied							52.3%
Dissatisfied							5.3%
Very Dissatisfied							<u>0.0%</u>
							100.0%
							n=300
Mean (average) =							3.37
Overall Percent Satisfied							94.7%

Overall Percent Satisfied

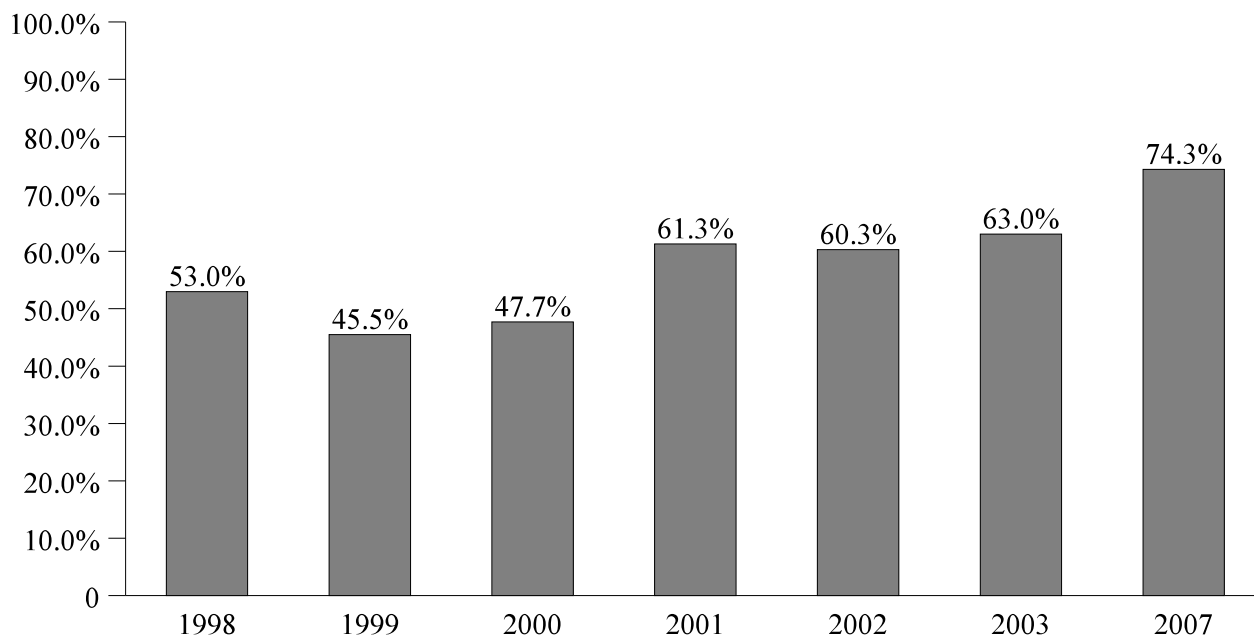


How satisfied are you with the flow of traffic on Town streets?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	3.7%	2.0%	3.7%	5.0%	6.0%	7.7%	11.3%
Satisfied	49.3%	43.5%	44.0%	56.3%	54.3%	55.3%	63.0%
Dissatisfied*	39.0%	40.2%	40.0%	33.0%	33.0%	30.3%	22.3%
Very Dissatisfied*	<u>8.0%</u>	<u>14.3%</u>	<u>12.3%</u>	<u>5.7%</u>	<u>6.7%</u>	<u>6.7%</u>	<u>3.3%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=300	n=301	n=300	n=300	n=300	n=300	n=300
Mean (average) =	2.49	2.33	2.39	2.61	2.60	2.64	2.82
Overall Percent Satisfied	53.0%	45.5%	47.7%	61.3%	60.3%	63.0%	74.3%

*NOTE: See next page for reasons for dissatisfaction.

Overall Percent Satisfied



What do you see as the particular traffic flow problem in Herndon, and where is that problem?

(In descending order based on the 2007 column)

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
I'm satisfied with the flow of traffic	53.0%	45.5%	47.7%	61.3%	60.3%	63.0%	74.3%
Congestion on Elden Street	17.0%	32.6%	31.0%	22.0%	26.0%	19.0%	10.3%
There are too many people/ We need more roads	0.0%	0.0%	0.0%	0.3%	1.0%	1.3%	5.0%
They need to synchronize the stoplights on main streets	4.3%	2.7%	2.0%	1.7%	1.3%	2.3%	3.7%
Congestion at/on Herndon Parkway	4.0%	7.3%	10.3%	5.7%	4.0%	4.0%	1.3%
Congestion on Van Buren Street	0.0%	0.3%	0.7%	1.7%	0.3%	0.7%	1.0%
Construction near the Town Hall causes delays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
The immigrants drive without regard for our laws	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Congestion on Spring Street	1.0%	1.0%	2.0%	0.3%	0.7%	0.7%	0.7%
Too much traffic in the Downtown area	0.0%	0.0%	1.0%	0.3%	0.0%	0.0%	0.7%
Police should enforce traffic laws	0.7%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%
Outsiders cut through Herndon to avoid paying a toll	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Congestion on Sterling Road	0.7%	0.3%	0.3%	0.7%	0.3%	1.0%	0.3%
Traffic congestion (all over)	3.0%	3.0%	1.0%	1.0%	0.3%	1.3%	0.3%
Too much through traffic in historic area	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%
Congestion on Alabama Drive	0.7%	0.0%	0.0%	0.3%	0.3%	1.7%	0.0%
Congestion near toll road exit	0.0%	0.0%	0.0%	0.0%	1.0%	1.0%	0.0%
Congestion on Dranesville Road	4.3%	1.3%	1.0%	1.7%	1.3%	0.3%	0.0%
Congestion on Crestview Drive	1.0%	0.3%	0.3%	0.0%	0.3%	0.3%	0.0%
There are crazy drivers all over	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Need more turn lanes	3.0%	1.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Too many non-residents cut through Herndon	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other 1998 comments*	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other 1999 comments*	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Other 2000 comments*	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%
Other 2001 comments*	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%
Other 2002 comments*	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%
Other 2003 comments*	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=300	n=301	n=300	n=300	n=300	n=300	n=300

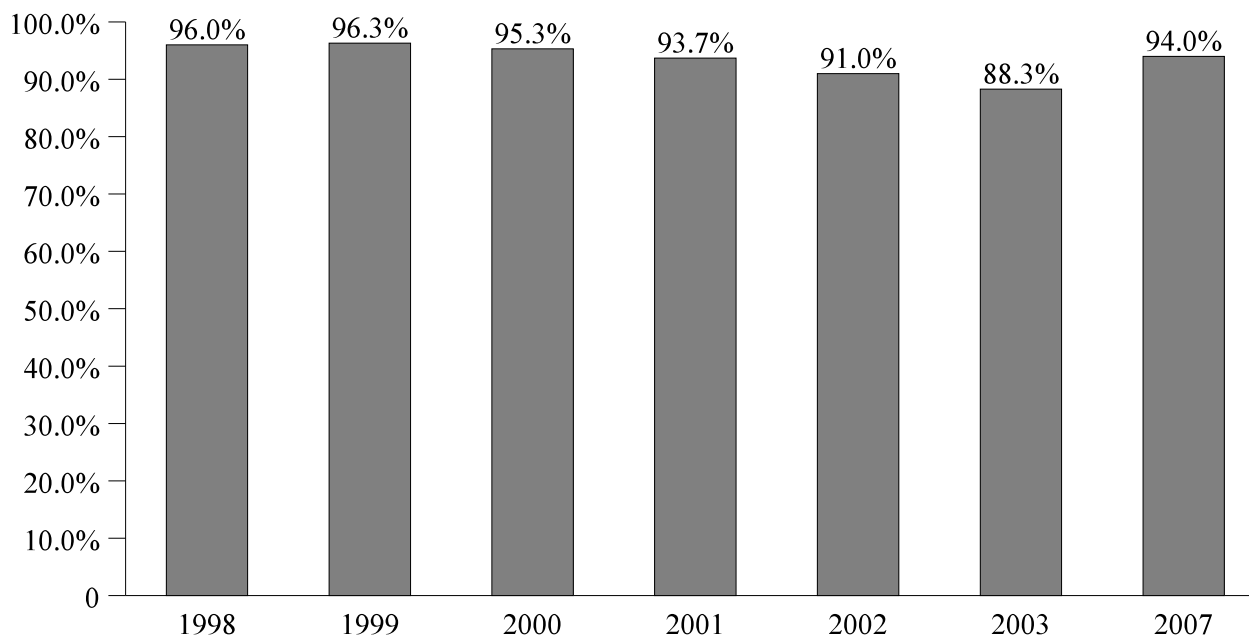
*Comprised of responses that did not appear in 2007 and were less than 1%.

How satisfied are you with the condition of Town streets?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	32.7%	25.9%	26.7%	30.3%	33.3%	28.3%	23.3%
Satisfied	63.3%	70.4%	68.7%	63.3%	57.7%	60.0%	70.7%
Dissatisfied	3.3%	3.0%	4.0%	5.7%	7.3%	8.7%	5.7%
Very Dissatisfied	<u>0.7%</u>	<u>0.7%</u>	<u>0.7%</u>	<u>0.7%</u>	<u>1.7%</u>	<u>3.0%</u>	<u>0.3%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=300	n=301	n=300	n=300	n=300	n=300	n=300
Mean (average) =	3.28	3.22	3.21	3.23	3.23	3.14	3.17
Overall Percent Satisfied	96.0%	96.3%	95.3%	93.7%	91.0%	88.3%	94.0%

NOTE: Prior to 2007, this question referred to the maintenance of Town streets.

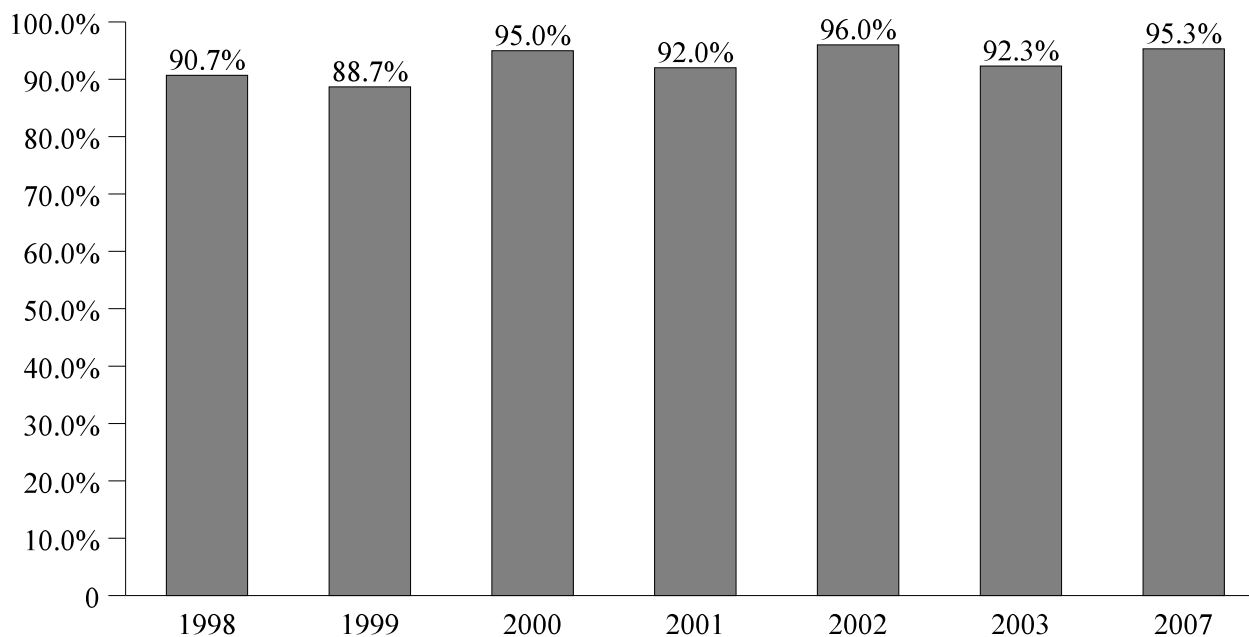
Overall Percent Satisfied



How satisfied are you with the adequacy of rain water drainage from Town streets?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	17.7%	17.9%	20.3%	22.7%	29.0%	24.2%	30.2%
Satisfied	73.0%	70.8%	74.7%	69.3%	67.0%	68.0%	65.1%
Dissatisfied	7.3%	9.3%	3.7%	6.3%	3.0%	5.1%	3.4%
Very Dissatisfied	<u>2.0%</u>	<u>2.0%</u>	<u>1.3%</u>	<u>1.7%</u>	<u>1.0%</u>	<u>2.7%</u>	<u>1.3%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=300	n=301	n=300	n=300	n=300	n=297	n=298
Mean (average) =	3.06	3.05	3.14	3.13	3.24	3.14	3.24
Overall Percent Satisfied	90.7%	88.7%	95.0%	92.0%	96.0%	92.3%	95.3%
# of people who were not sure:	0	0	0	0	0	3	2

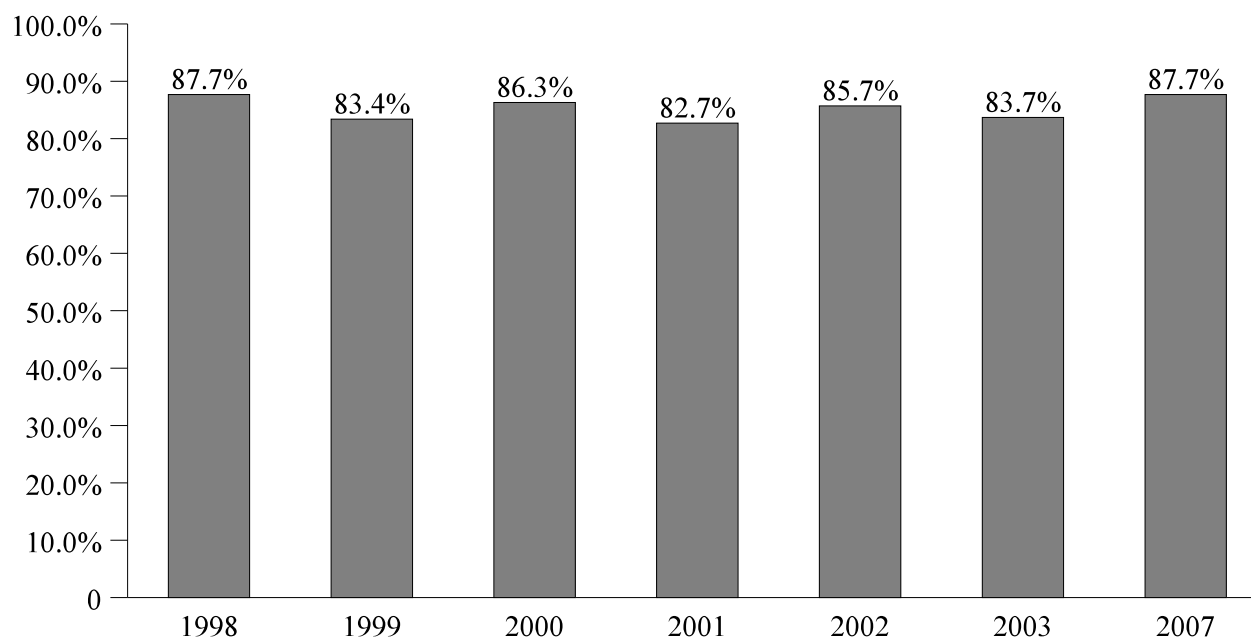
Overall Percent Satisfied



How satisfied are you with the placement and adequacy of street lighting?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	16.7%	16.9%	17.3%	15.7%	21.0%	21.0%	24.7%
Satisfied	71.0%	66.4%	69.0%	67.0%	64.7%	62.7%	63.0%
Dissatisfied	11.7%	15.6%	12.7%	15.0%	13.0%	14.0%	11.0%
Very Dissatisfied	<u>0.7%</u>	<u>1.0%</u>	<u>1.0%</u>	<u>2.3%</u>	<u>1.3%</u>	<u>2.3%</u>	<u>1.3%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=300	n=301	n=300	n=300	n=300	n=300	n=300
Mean (average) =	3.04	2.99	3.03	2.96	3.05	3.02	3.11
Overall Percent Satisfied	87.7%	83.4%	86.3%	82.7%	85.7%	83.7%	87.7%

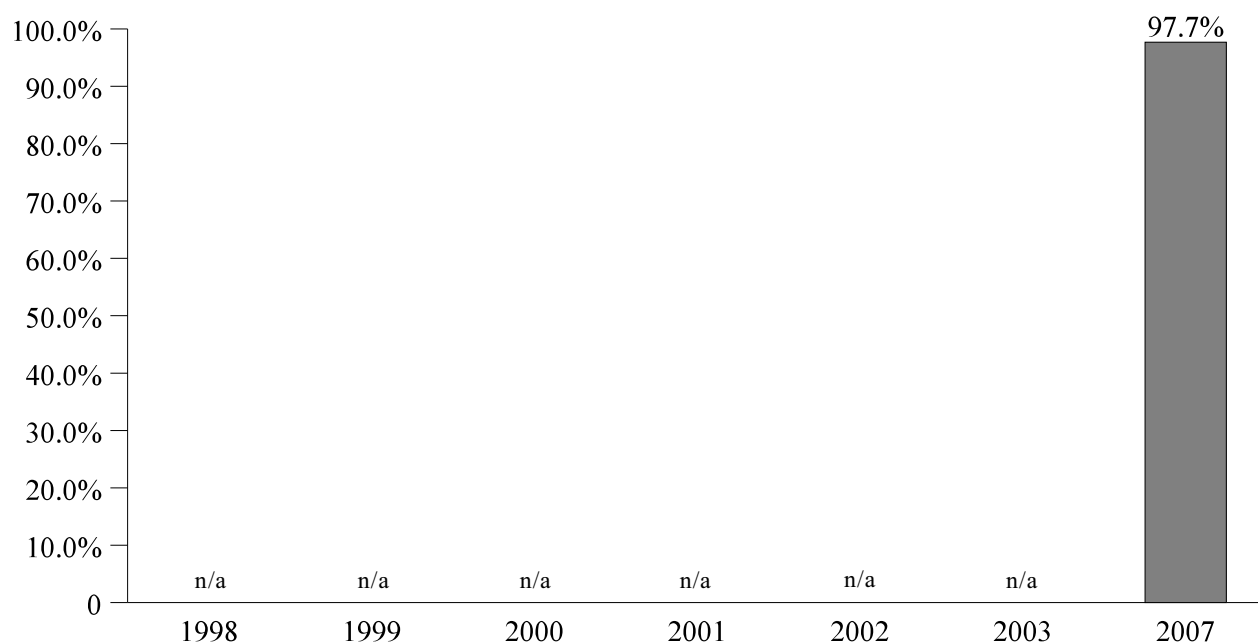
Overall Percent Satisfied



How satisfied are you with the cleanliness and appearance of public buildings and grounds?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	n/a	n/a	n/a	39.7%
Satisfied							58.0%
Dissatisfied							2.3%
Very Dissatisfied							<u>0.0%</u>
							100.0%
							n=300
Mean (average) =							3.37
Overall Percent Satisfied							97.7%

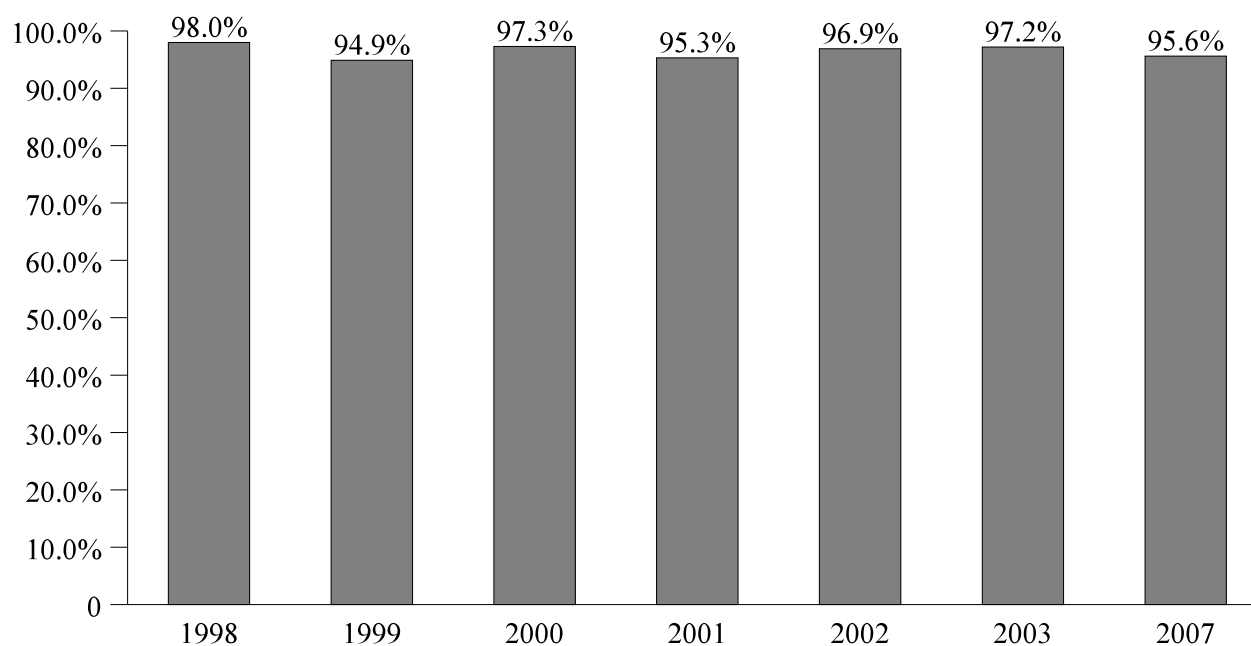
Overall Percent Satisfied



How satisfied are you with the activities and entertainment at the Herndon Festival?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	57.3%	53.6%	53.6%	44.4%	48.5%	43.6%	47.8%
Satisfied	40.6%	41.4%	43.7%	50.8%	48.5%	53.6%	47.8%
Dissatisfied	2.0%	3.7%	2.4%	4.4%	2.7%	2.8%	4.0%
Very Dissatisfied	<u>0.0%</u>	<u>1.4%</u>	<u>0.3%</u>	<u>0.3%</u>	<u>0.3%</u>	<u>0.0%</u>	<u>0.3%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=293	n=295	n=295	n=295	n=295	n=289	n=297
Mean (average) =	3.55	3.47	3.51	3.39	3.45	3.41	3.43
Overall Percent Satisfied	98.0%	94.9%	97.3%	95.3%	96.9%	97.2%	95.6%
# of people who were not sure:	7	6	5	5	5	11	3

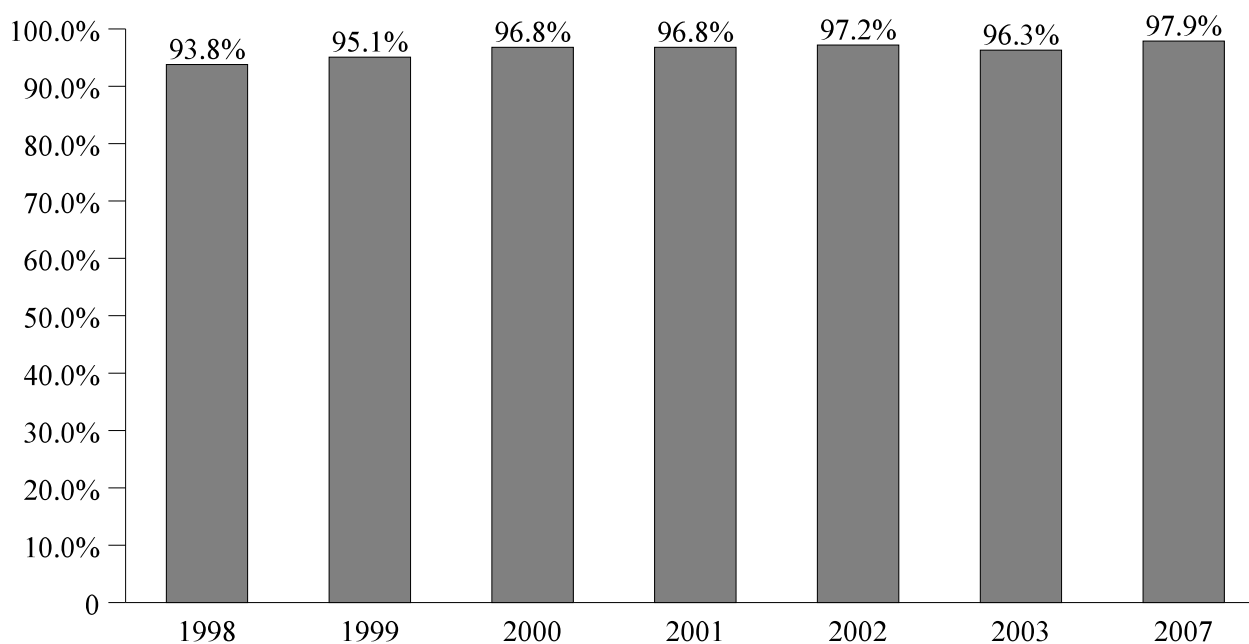
Overall Percent Satisfied



How satisfied are you with the variety of classes at the Herndon Community Center?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	45.6%	36.5%	34.4%	30.7%	30.5%	35.9%	27.0%
Satisfied	48.2%	58.6%	62.4%	66.1%	66.7%	60.4%	70.9%
Dissatisfied	5.5%	3.9%	2.9%	2.9%	2.8%	3.7%	2.1%
Very Dissatisfied	<u>0.7%</u>	<u>1.1%</u>	<u>0.4%</u>	<u>0.4%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=274	n=285	n=279	n=277	n=282	n=273	n=285
Mean (average) =	3.39	3.31	3.31	3.27	3.28	3.32	3.25
Overall Percent Satisfied	93.8%	95.1%	96.8%	96.8%	97.2%	96.3%	97.9%
# of people who were not sure:	26	16	21	23	18	27	15

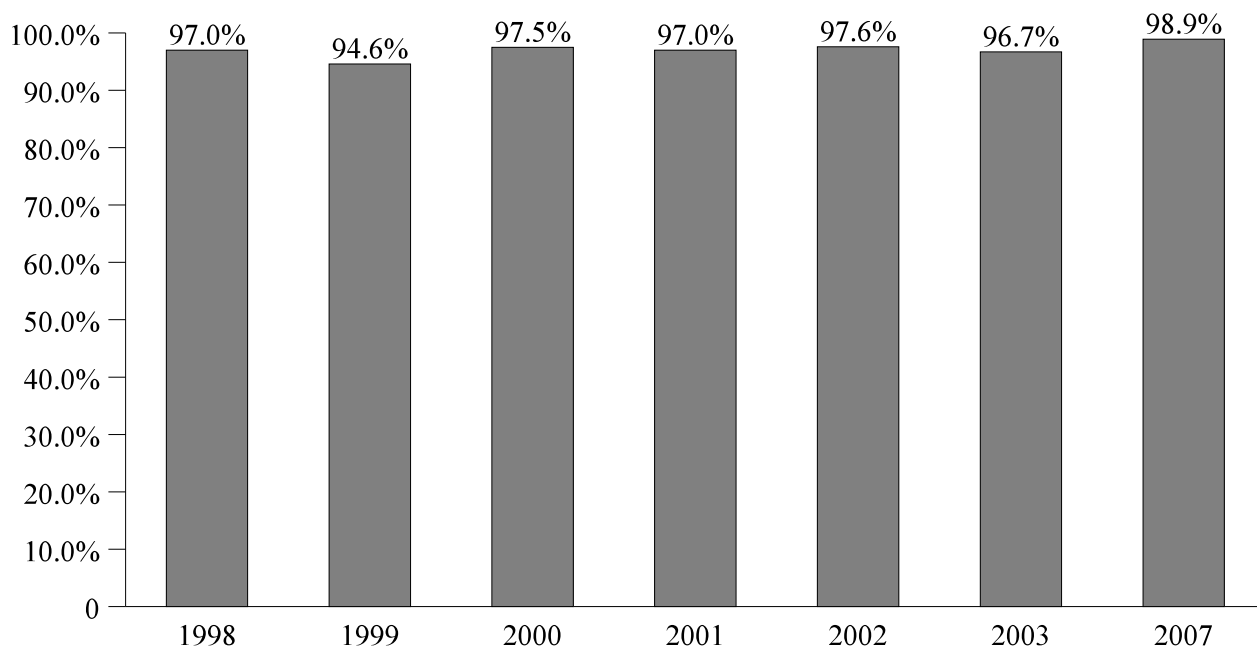
Overall Percent Satisfied



How satisfied are you with the programs, services, and playing conditions at the Herndon Golf Course?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	27.0%	19.2%	21.0%	18.9%	25.7%	20.9%	21.5%
Satisfied	70.0%	75.4%	76.5%	78.0%	71.9%	75.8%	77.5%
Dissatisfied	2.6%	4.3%	2.1%	2.7%	2.0%	2.5%	0.7%
Very Dissatisfied	<u>0.4%</u>	<u>1.1%</u>	<u>0.4%</u>	<u>0.4%</u>	<u>0.4%</u>	<u>0.8%</u>	<u>0.4%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=230	n=276	n=238	n=264	n=249	n=244	n=284
Mean (average) =	3.23	3.13	3.18	3.16	3.23	3.17	3.20
Overall Percent Satisfied	97.0%	94.6%	97.5%	97.0%	97.6%	96.7%	98.9%
# of people who were not sure:	70	25	62	36	51	56	16

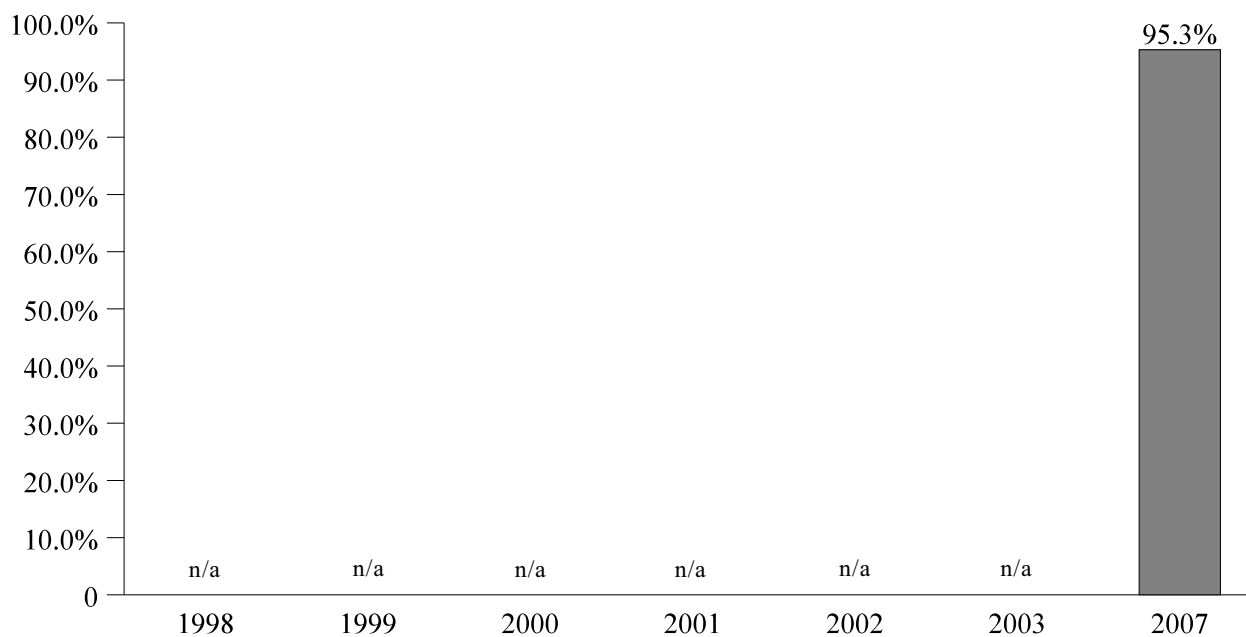
Overall Percent Satisfied



How satisfied are you with the quality of Town parks and the variety of park amenities?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	n/a	n/a	n/a	30.9%
Satisfied							64.4%
Dissatisfied							4.4%
Very Dissatisfied							<u>0.3%</u>
							100.0%
							n=298
Mean (average) =							3.26
Overall Percent Satisfied							95.3%
# of people who were not sure:							2

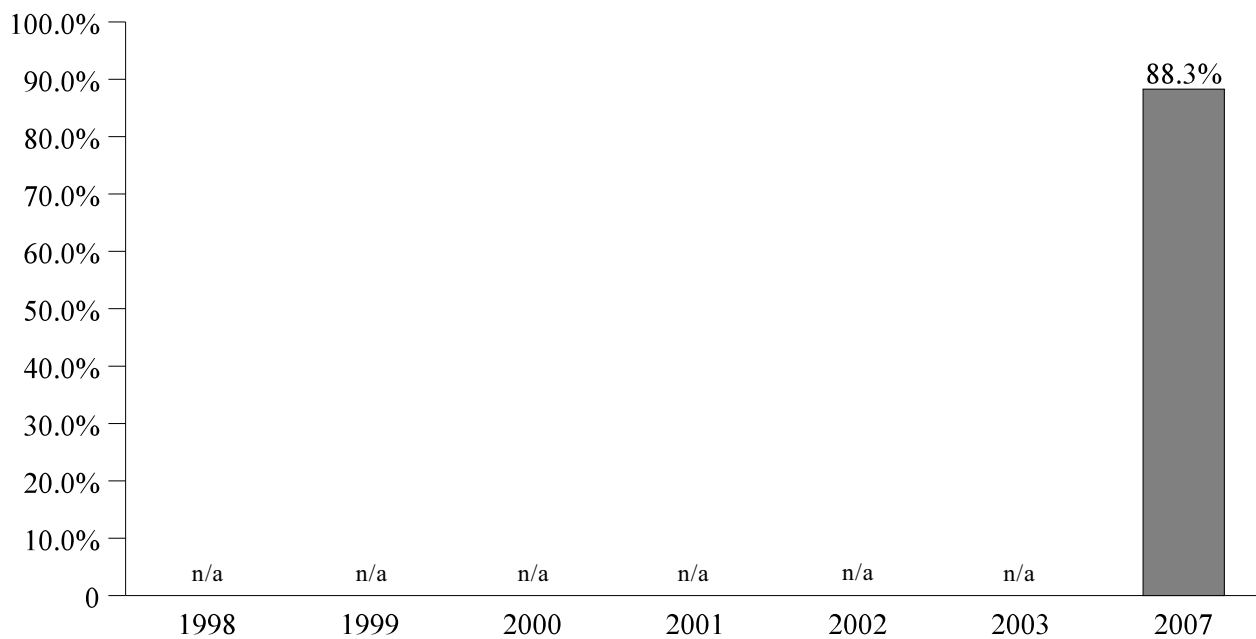
Overall Percent Satisfied



How satisfied are you with how bicycle and pedestrian-friendly Herndon is?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	n/a	n/a	n/a	28.0%
Satisfied							60.3%
Dissatisfied							10.0%
Very Dissatisfied							<u>1.7%</u>
							100.0%
							n=300
Mean (average) =							3.15
Overall Percent Satisfied							88.3%

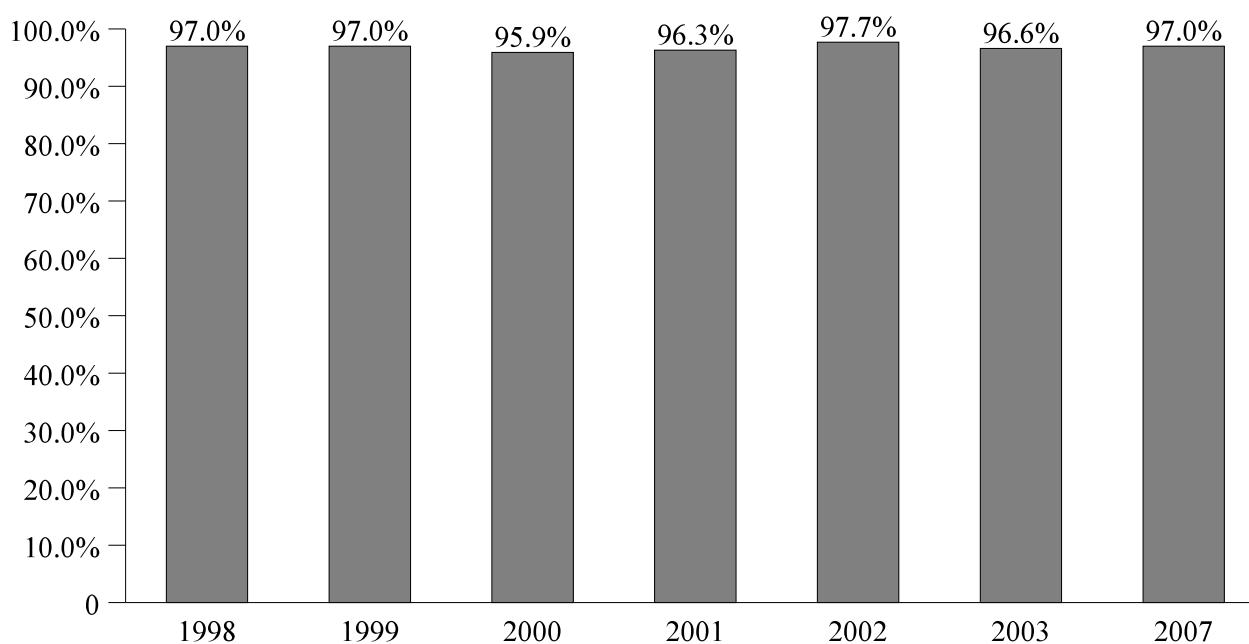
Overall Percent Satisfied



How satisfied are you with the number and quality of cultural activities, the arts, Downtown concerts, the Farmer's Market, and festivals?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	43.9%	44.0%	43.9%	38.1%	48.7%	38.2%	42.8%
Satisfied	53.0%	53.0%	52.0%	58.2%	49.0%	58.4%	54.2%
Dissatisfied	2.7%	2.7%	4.1%	3.7%	2.3%	3.0%	3.0%
Very Dissatisfied	<u>0.3%</u>	<u>0.3%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>0.3%</u>	<u>0.0%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=296	n=298	n=296	n=299	n=298	n=296	n=297
Mean (average) =	3.41	3.41	3.40	3.34	3.46	3.34	3.40
Overall Percent Satisfied	97.0%	97.0%	95.9%	96.3%	97.7%	96.6%	97.0%
# of people who were not sure:	4	3	4	1	2	4	3

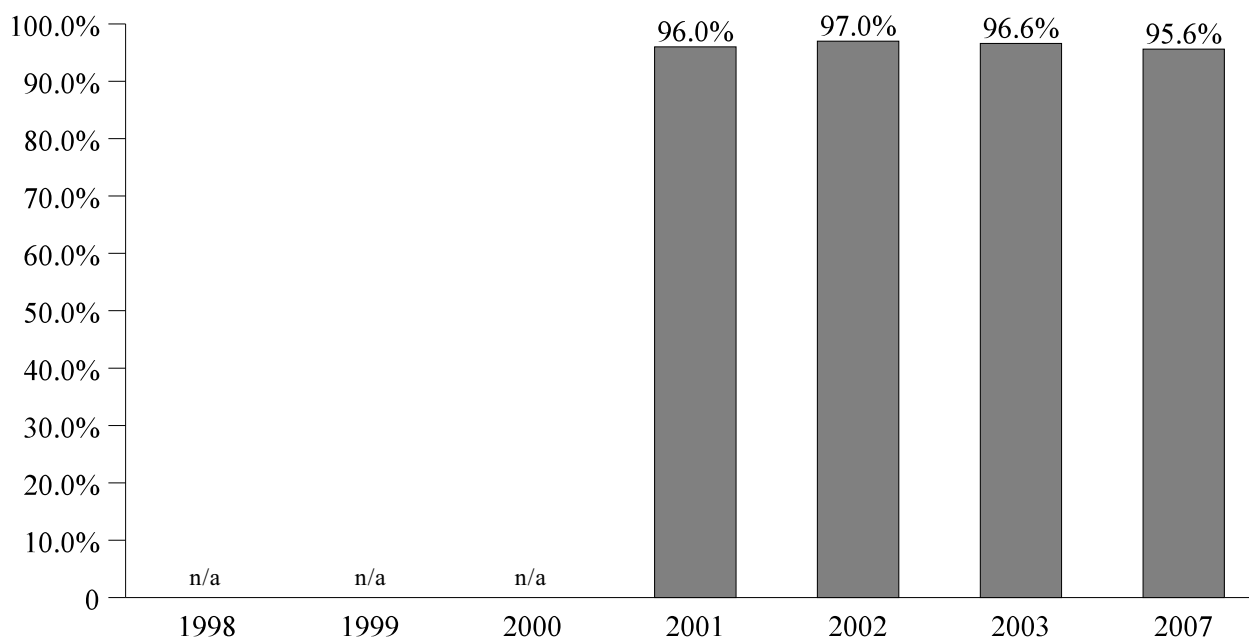
Overall Percent Satisfied



How satisfied are you with the responsiveness of the Town's police officers?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	46.3%	54.0%	49.8%	50.5%
Satisfied				49.7%	43.0%	46.8%	45.1%
Dissatisfied				3.3%	3.0%	2.0%	4.4%
Very Dissatisfied				<u>0.7%</u>	<u>0.0%</u>	<u>1.4%</u>	<u>0.0%</u>
				100.0%	100.0%	100.0%	100.0%
				n=300	n=300	n=295	n=297
Mean (average) =				3.42	3.51	3.45	3.46
Overall Percent Satisfied				96.0%	97.0%	96.6%	95.6%
# of people who were not sure:				0	0	5	3

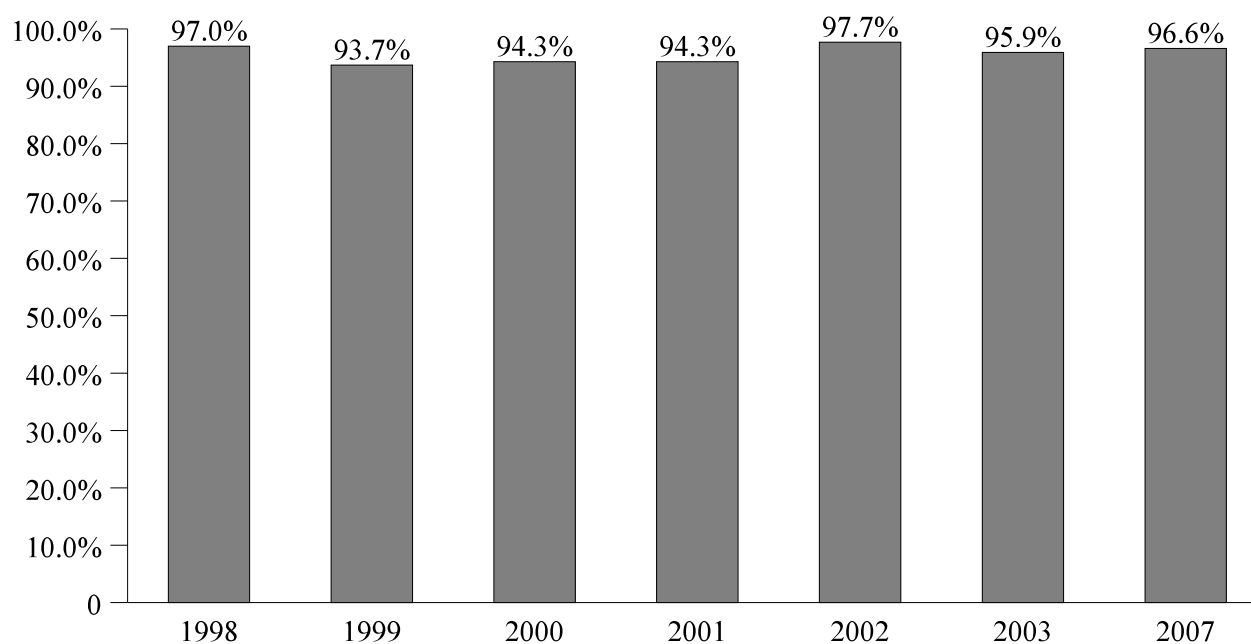
Overall Percent Satisfied



How satisfied are you with the quality and professionalism of police service in Herndon?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	50.7%	43.7%	43.1%	43.0%	55.0%	47.3%	48.0%
Satisfied	46.3%	50.0%	51.2%	51.3%	42.7%	48.6%	48.6%
Dissatisfied	2.7%	5.7%	4.0%	4.3%	1.3%	3.4%	3.4%
Very Dissatisfied	<u>0.3%</u>	<u>0.7%</u>	<u>1.7%</u>	<u>1.3%</u>	<u>1.0%</u>	<u>0.7%</u>	<u>0.0%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=300	n=300	n=299	n=300	n=300	n=294	n=296
Mean (average) =	3.47	3.37	3.36	3.36	3.52	3.43	3.45
Overall Percent Satisfied	97.0%	93.7%	94.3%	94.3%	97.7%	95.9%	96.6%
# of people who were not sure:	0	1	1	0	0	6	4

Overall Percent Satisfied



How satisfied are you with the level of safety you feel in Herndon?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	46.0%	36.5%	38.7%	33.7%	43.7%	41.3%	27.7%
Satisfied	49.0%	56.5%	53.7%	58.7%	50.0%	51.7%	58.7%
Dissatisfied*	4.7%	6.3%	6.7%	7.0%	6.0%	5.7%	11.7%
Very Dissatisfied*	<u>0.3%</u>	<u>0.7%</u>	<u>1.0%</u>	<u>0.7%</u>	<u>0.3%</u>	<u>1.3%</u>	<u>2.0%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=300	n=301	n=300	n=300	n=300	n=300	n=300
Mean (average) =	3.41	3.29	3.30	3.25	3.37	3.33	3.12
Overall Percent Satisfied	95.0%	93.0%	92.3%	92.3%	93.7%	93.0%	86.3%

How could safety be improved? (In descending order based on 2007 column)

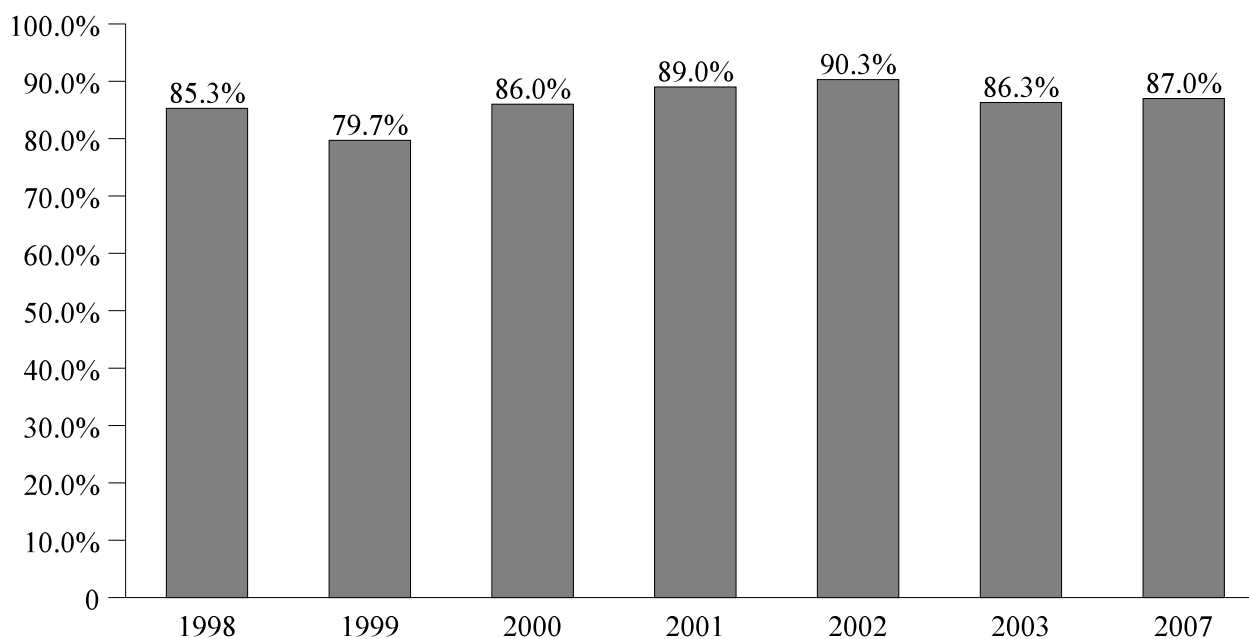
	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
I'm satisfied with the level of safety	n/a	n/a	92.3%	92.3%	93.7%	93.0%	86.3%
We need more police patrol and enforcement (in general)			1.0%	4.0%	1.3%	1.7%	3.7%
They should control the number of illegal immigrants			0.7%	0.3%	1.0%	0.7%	2.7%
A bad element has moved in, and crime is increasing			0.7%	1.0%	1.3%	1.7%	1.7%
They need to stop people who loiter			0.0%	0.3%	1.0%	1.0%	1.3%
Gangs are a problem that must be dealt with			0.0%	0.7%	1.3%	0.3%	1.3%
People loiter, get drunk, and misbehave			1.0%	0.0%	0.0%	0.7%	1.0%
Drug use is a big problem that impacts our safety			0.0%	0.0%	0.0%	0.0%	0.7%
Too many immigrants are living in one residence and that impacts our safety			0.0%	0.0%	0.0%	0.0%	0.7%
You should enhance the Neighborhood Watch program			0.0%	0.0%	0.0%	0.0%	0.3%
We have too many homeless people in Herndon			0.0%	0.0%	0.0%	0.0%	0.3%
There are Spanish gangs that the police are afraid of			1.0%	0.0%	0.0%	0.0%	0.0%
Other 2000 comments*			3.3%	0.0%	0.0%	0.0%	0.0%
Other 2001 comments*			0.0%	1.3%	0.0%	0.0%	0.0%
Other 2002 comments*			0.0%	0.0%	0.3%	0.0%	0.0%
Other 2003 comments*			<u>0.0%</u>	<u>0.0%</u>	<u>0.0%</u>	<u>1.0%</u>	<u>0.0%</u>
			100.0%	100.0%	100.0%	100.0%	100.0%
			n=300	n=300	n=300	n=300	n=300

*Comprised of responses that did not appear in 2007 and were less than 1%.

How satisfied are you with the overall appearance and maintenance of properties in your neighborhood?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	29.3%	28.9%	26.7%	26.7%	38.0%	30.3%	26.7%
Satisfied	56.0%	50.8%	59.3%	62.3%	52.3%	56.0%	60.3%
Dissatisfied	13.7%	17.6%	10.0%	10.3%	8.0%	11.3%	12.0%
Very Dissatisfied	<u>1.0%</u>	<u>2.7%</u>	<u>4.0%</u>	<u>0.7%</u>	<u>1.7%</u>	<u>2.3%</u>	<u>1.0%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=300	n=301	n=300	n=300	n=300	n=300	n=300
Mean (average) =	3.14	3.06	3.09	3.15	3.27	3.14	3.13
Overall Percent Satisfied	85.3%	79.7%	86.0%	89.0%	90.3%	86.3%	87.0%

Overall Percent Satisfied



2007 Responses Only

What specifically is the problem with the appearance and maintenance of properties in your neighborhood?

87.0% - satisfied with the appearance and maintenance of the properties in their neighborhood (261 people)

In the Dulles subdivision	There is litter scattered around (1 person)
Autumn Glen	Properties are rundown/in disrepair (1 person)
Alabama area	Properties are rundown/in disrepair (1 person)
Benicia Estates	Landlords aren't maintaining rental properties (1 person)
Four Seasons	We have boarding houses and flop-houses (1 person)
Center Street	Properties are rundown/in disrepair (1 person)
Courts of Chandon	There are undesirables moving in (1 person) People park all over, on the grass and in yards (1 person)
Crestview Drive	Properties are rundown/in disrepair (1 person) There are undesirables moving in (1 person)
The Downs	There are junk cars (1 person)
Near Dranesville Elementary School/Dranesville Rd.	Landlords aren't maintaining rental properties (1 person)
Fillmore Street	The immigrants hang laundry on their fences (1 person)
Grant Street	Properties are rundown/in disrepair (1 person)
Herndon Parkway	The yards are strewn with junk, toys, furniture, etc. (1 person)
Along Herndon Parkway	There is litter scattered around (1 person)
Hunters Creek	Too many unrelated people are living together, causing trash and too many cars (1 person)
Iron Ridge Court	We have boarding houses and flop-houses (1 person)
Mosby Heights/Mosby Hollow Drive	Properties are rundown/in disrepair (1 person) Too many unrelated people are living together, causing trash and too many cars (1 person)
Oak Street	There are junk cars (1 person)
Park Avenue	There is litter scattered around (1 person) The yards are strewn with junk, toys, furniture, etc. (1 person)
Potomac Fairways	Home values are declining (1 person) People don't mow their lawns (1 person)
Palmer Drive	Properties are rundown/in disrepair (1 person) People don't mow their lawns (1 person)

(continued)

2007 Responses Only

What specifically is the problem with the appearance and maintenance of properties in your neighborhood? (continued)

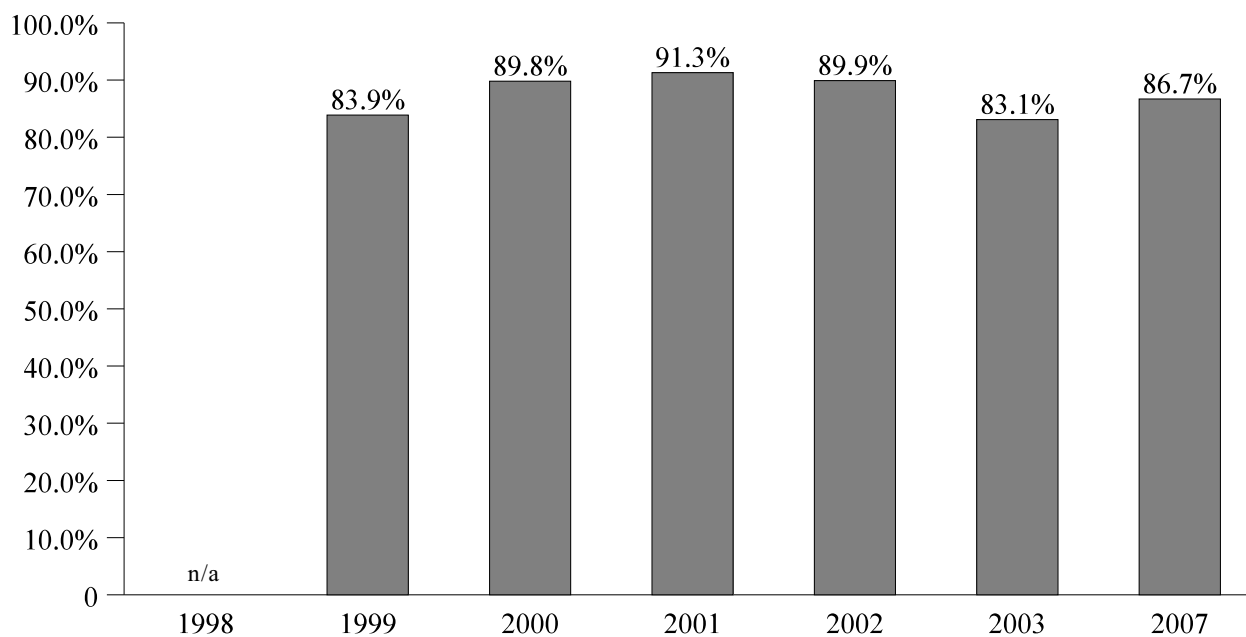
Pemberton Court	Properties are rundown/in disrepair (1 person)
Sterling Road	Home values are declining (1 person) Too many unrelated people are living together, causing trash and too many cars (1 person)
Runnymede District	Properties are rundown/in disrepair (1 person) There has been an influx of immigrants (1 person)
Near Spring Street	There are junk cars (1 person)
Treeside Lane	People park all over, on the grass and in yards (1 person)
Van Buren Street	There has been an influx of immigrants (1 person) There are undesirables moving in (1 person)
Worldgate Drive	Home values are declining (1 person)
I'd rather not say the neighborhood name	Home values are declining (1 person) Landlords aren't maintaining rental properties (1 person)

How satisfied are you with the overall appearance and maintenance of properties in other neighborhoods in Herndon?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	n/a	10.7%	10.5%	9.4%	12.4%	8.8%	8.7%
Satisfied		73.2%	79.3%	81.9%	77.5%	74.2%	78.0%
Dissatisfied*		14.4%	9.5%	8.4%	9.4%	14.9%	12.0%
Very Dissatisfied*		<u>1.7%</u>	<u>0.7%</u>	<u>0.3%</u>	<u>0.7%</u>	<u>2.0%</u>	<u>1.3%</u>
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		n=299	n=294	n=299	n=298	n=295	n=300
Mean (average) =		2.93	3.00	3.00	3.02	2.90	2.94
Overall Percent Satisfied		83.9%	89.8%	91.3%	89.9%	83.1%	86.7%
# of people who were not sure:		2	6	1	2	5	0

*See the next two pages for reasons for dissatisfaction.

Overall Percent Satisfied



2007 Responses Only

What specifically is the problem with the appearance and maintenance of properties in other Town neighborhoods? [Multiple reasons were accepted.]

87.0% - satisfied with the appearance and maintenance of the properties in other Town neighborhoods
(261 people)

Near the Giant supermarket	Properties are rundown/in disrepair (1 person) There are junk cars (1 person)
Near the golf course	There are undesirables moving in (1 person) Too many unrelated people are living together, causing trash and too many cars (1 person)
Near the old police station	Too many unrelated people are living together, causing trash and too many cars (1 person)
Near townhouses	The yards are strewn with junk, toys, furniture, etc. (1 person) There is litter scattered around (1 person) Properties are rundown/in disrepair (1 person) Too many unrelated people are living together, causing trash and too many cars (1 person)
In the Dulles subdivision	There are undesirables moving in (1 person)
In older neighborhood(s)	Properties are rundown/in disrepair (4 people) There has been an influx of immigrants (1 person) Landlords aren't maintaining rental properties (1 person)
Alabama area	Properties are rundown/in disrepair (4 people) People are hanging out/loitering/vagrants (2 people) Home values are declining (1 person) There are unattractive areas in Herndon (1 person) There is litter scattered around (1 person) There are undesirables moving in (1 person) The yards are strewn with junk, toys, furniture, etc. (1 person) Landlords aren't maintaining rental properties (1 person)
Near Bloom's Grocery	Properties are rundown/in disrepair (1 person) Too many unrelated people are living together, causing trash and too many cars (1 person) People don't mow their lawns (1 person) Landlords aren't maintaining rental properties (1 person)
Florida Avenue	Properties are rundown/in disrepair (2 people) People are hanging out/loitering/vagrants (1 person)
Cavalier Park	Too many unrelated people are living together, causing trash and too many cars (1 person)

(continued)

2007 Responses Only

What specifically is the problem with the appearance and maintenance of properties in other Town neighborhoods? (continued)

Cherry Court	Too many unrelated people are living together, causing trash and too many cars (1 person)
Courts of Chandon	Landlords aren't maintaining rental properties (1 person) There has been an influx of immigrants (1 person) Too many unrelated people are living together, causing trash and too many cars (1 person)
Near Dranesville Elementary School/Dranesville Rd.	Properties are rundown/in disrepair (1 person)
Elden Street	Landlords aren't maintaining rental properties (1 person) Properties are rundown/in disrepair (1 person)
Grace Street	There has been an influx of immigrants (1 person)
Herndon Parkway	Properties are rundown/in disrepair (2 person) Too many unrelated people are living together, causing trash and too many cars (1 person)
Hutchison Elementary School area	Landlords aren't maintaining rental properties (1 person)
Behind Herndon Mill Circle	Properties are rundown/in disrepair (1 person)
Hunters Creek	Properties are rundown/in disrepair (1 person)
Sterling Road	Properties are rundown/in disrepair (1 person)
Summerfield Townhouses	There are junk cars (1 person)
Third Street	There are undesirables moving in (1 person)
Van Buren Street	Properties are rundown/in disrepair (1 person)
Worldgate Drive	The yards are strewn with junk, toys, furniture, etc. (1 person)
Parcher Avenue	People are hanging out/loitering/vagrants (1 person)
All over	People are hanging out/loitering/vagrants (1 person) Too many unrelated people are living together, causing trash and too many cars (1 person) There has been an influx of immigrants (1 person) There are undesirables moving in (1 person) The immigrants hang laundry on their fences (1 person)

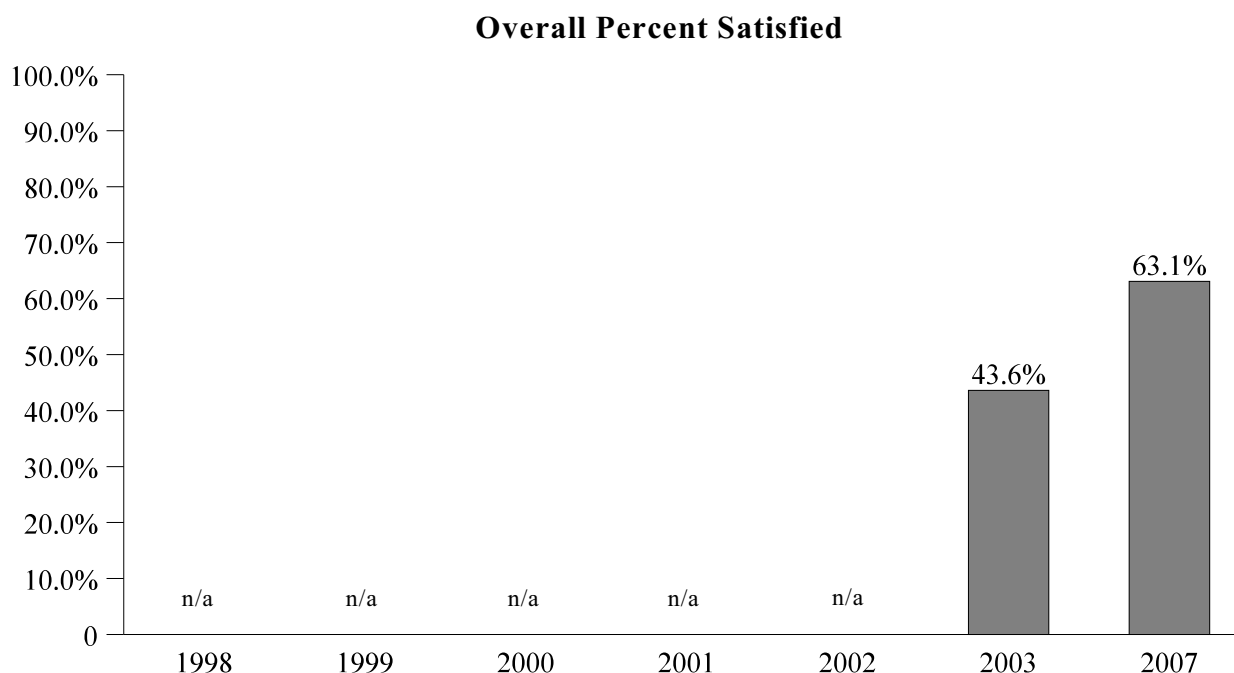
NOTES: There were 61 comments made by 39 people.

Some respondents named neighborhoods that are not located within the boundaries of Herndon.

How satisfied are you with the Town's efforts to enforce regulations that control how many people can live in one home or apartment?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	n/a	n/a	5.3%	11.6%
Satisfied						38.3%	51.5%
Dissatisfied						39.1%	27.0%
Very Dissatisfied						<u>17.3%</u>	<u>9.9%</u>
						100.0%	100.0%
						n=266	n=293
Mean (average) =						2.32	2.65
Overall Percent Satisfied						43.6%	63.1%
# of people who were not sure:						34	7

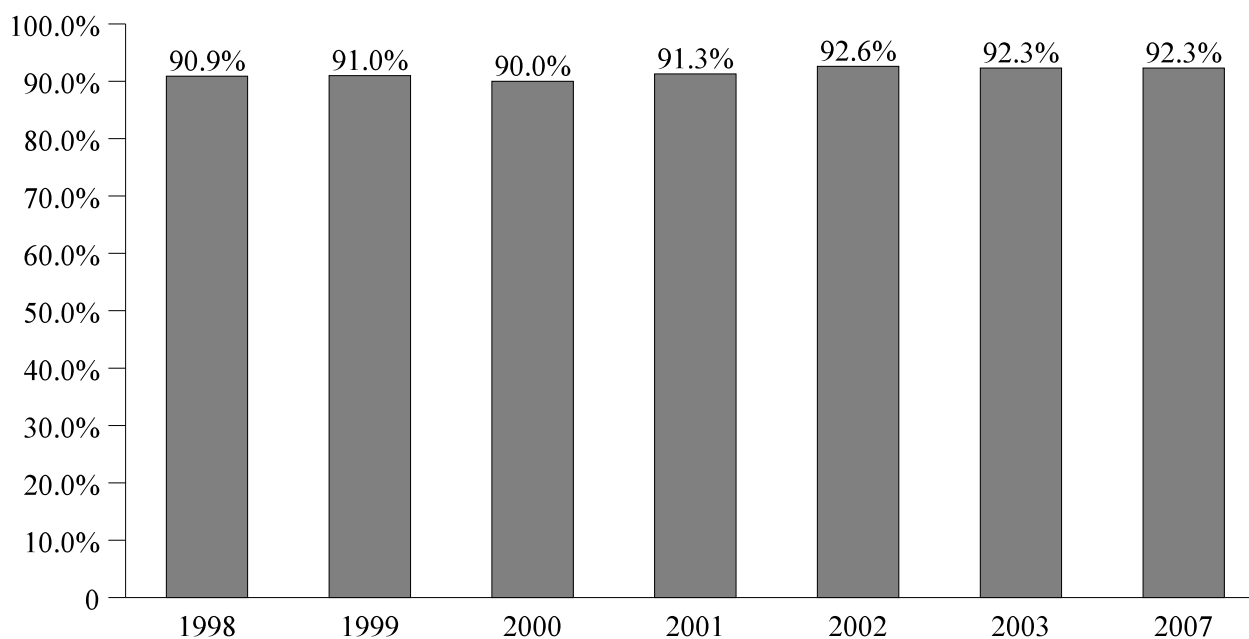
NOTE: We know from our phone calls that Herndon residents interpreted this question in different ways. For example, one person was satisfied with enforcement because it is lax, while another was satisfied because it is strong. Yet, another person was dissatisfied because he viewed enforcement as weak, while a fourth person was unhappy with enforcement because it is strong. Essentially, the wording of this question made certain assumptions about enforcement being "good," but not all residents agreed. As such, we do not feel this question can be taken at face value.



How satisfied are you with the curbside trash and recycling services, including the drop-off center for recyclables?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	45.1%	38.5%	38.0%	34.3%	45.3%	40.4%	47.5%
Satisfied	45.8%	52.5%	52.0%	57.0%	47.3%	51.9%	44.8%
Dissatisfied	7.7%	7.6%	9.3%	8.3%	5.7%	7.1%	7.1%
Very Dissatisfied	<u>1.3%</u>	<u>1.3%</u>	<u>0.7%</u>	<u>0.3%</u>	<u>1.7%</u>	<u>0.7%</u>	<u>0.7%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=297	n=301	n=300	n=300	n=296	n=297	n=297
Mean (average) =	3.35	3.28	3.27	3.25	3.36	3.32	3.39
Overall Percent Satisfied	90.9%	91.0%	90.0%	91.3%	92.6%	92.3%	92.3%
# of people who were not sure:	3	0	0	0	4	3	3

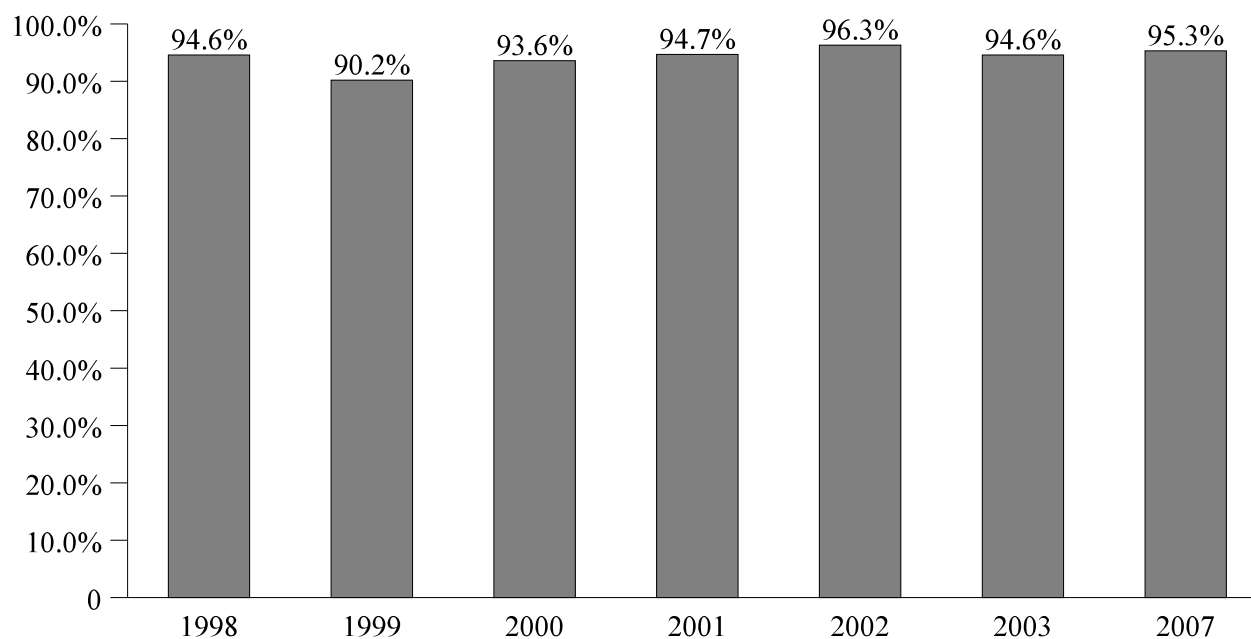
Overall Percent Satisfied



How satisfied are you with the service you receive when paying your real estate tax, water bill, or buying a vehicle decal?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	23.4%	22.0%	28.8%	28.7%	34.6%	34.0%	36.2%
Satisfied	71.2%	68.2%	64.9%	66.0%	61.7%	60.6%	59.1%
Dissatisfied	4.7%	8.1%	5.4%	4.7%	3.1%	4.0%	4.7%
Very Dissatisfied	<u>0.7%</u>	<u>1.7%</u>	<u>1.0%</u>	<u>0.7%</u>	<u>0.7%</u>	<u>1.3%</u>	<u>0.0%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=295	n=296	n=299	n=300	n=295	n=297	n=298
Mean (average) =	3.17	3.10	3.21	3.23	3.30	3.27	3.32
Overall Percent Satisfied	94.6%	90.2%	93.6%	94.7%	96.3%	94.6%	95.3%
# of people who were not sure:	5	5	1	0	5	3	2

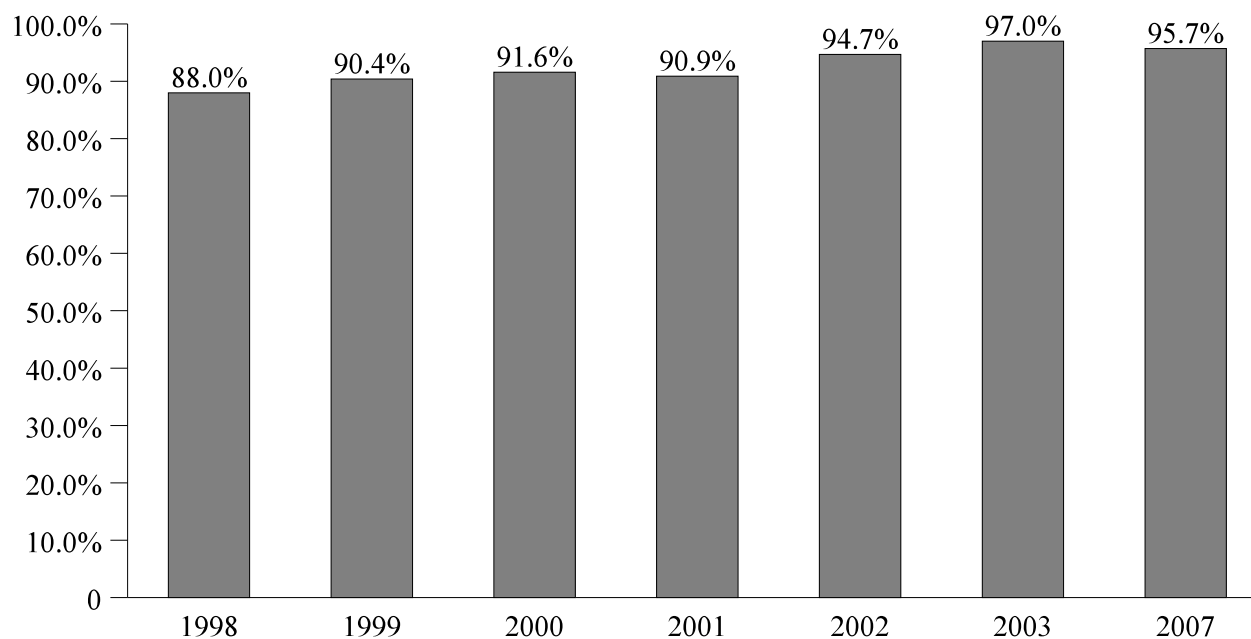
Overall Percent Satisfied



How satisfied are you with the information available to you about Town services like trash collection schedules, upcoming events, Town Council meetings, or other things?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	27.3%	24.6%	30.1%	31.5%	38.0%	41.3%	34.1%
Satisfied	60.7%	65.8%	61.5%	59.4%	56.7%	55.7%	61.5%
Dissatisfied	11.0%	8.3%	7.4%	8.7%	5.0%	3.0%	4.3%
Very Dissatisfied	<u>1.0%</u>	<u>1.3%</u>	<u>1.0%</u>	<u>0.3%</u>	<u>0.3%</u>	<u>0.0%</u>	<u>0.0%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=300	n=301	n=299	n=298	n=300	n=300	n=299
Mean (average) =	3.14	3.14	3.21	3.22	3.32	3.38	3.30
Overall Percent Satisfied	88.0%	90.4%	91.6%	90.9%	94.7%	97.0%	95.7%
# of people who were not sure:	0	0	1	2	0	0	1

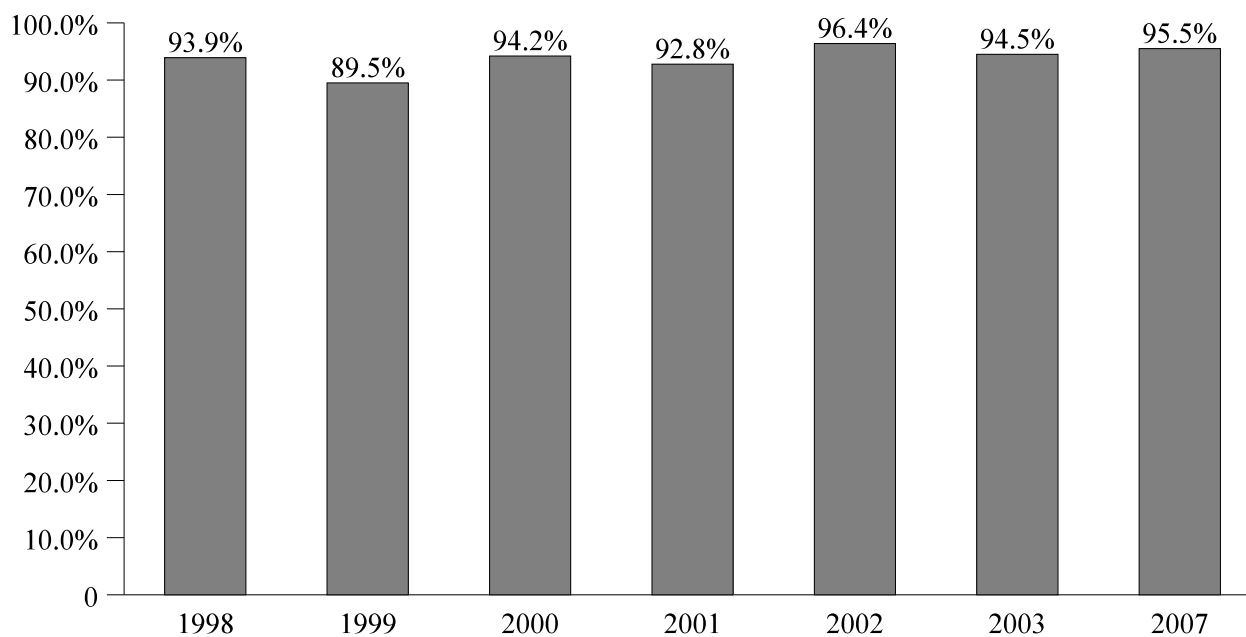
Overall Percent Satisfied



How satisfied are you with how understandable the newspaper summary of the Town's budget and capital improvement program is - the one that's mailed to Herndon residents each Spring?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	13.2%	11.6%	17.1%	13.0%	18.9%	22.5%	16.9%
Satisfied	80.7%	77.9%	77.0%	79.8%	77.5%	72.0%	78.6%
Dissatisfied	5.7%	9.3%	5.1%	6.5%	3.6%	4.8%	4.5%
Very Dissatisfied	<u>0.4%</u>	<u>1.2%</u>	<u>0.8%</u>	<u>0.7%</u>	<u>0.0%</u>	<u>0.7%</u>	<u>0.0%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=228	n=258	n=257	n=277	n=249	n=271	n=290
Mean (average) =	3.07	3.00	3.11	3.05	3.15	3.16	3.12
Overall Percent Satisfied	93.9%	89.5%	94.2%	92.8%	96.4%	94.5%	95.5%
# of people who were not sure:	72	43	43	23	51	29	10

Overall Percent Satisfied

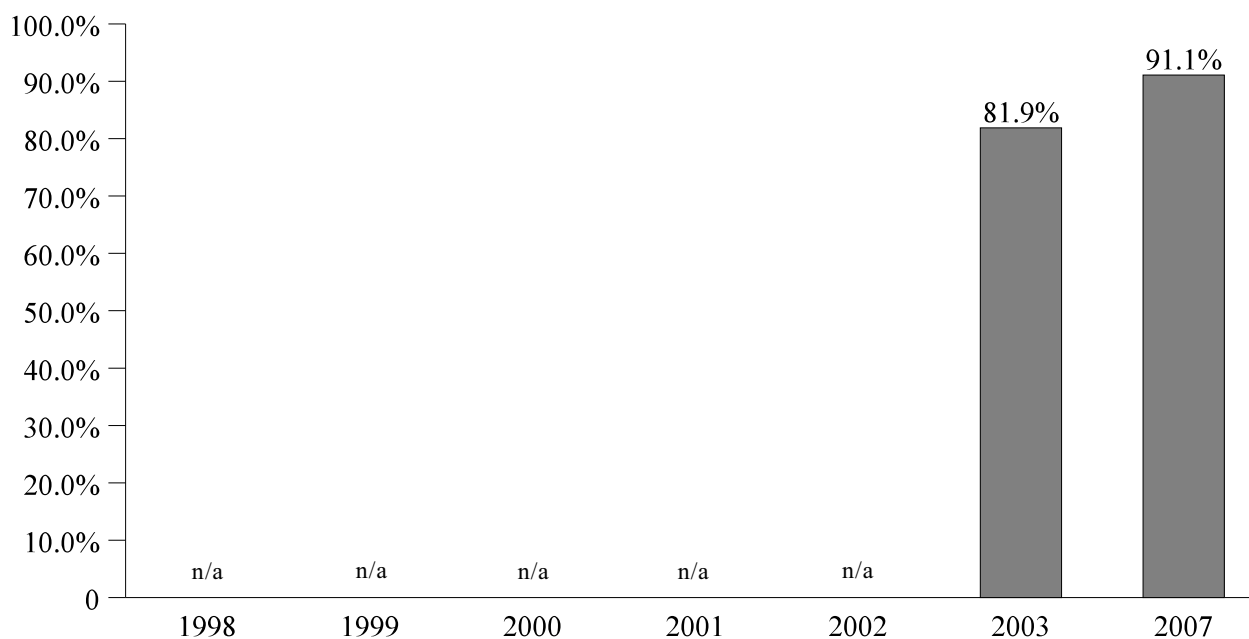


How satisfied are you with how responsive the Town staff is to citizens' ideas or concerns?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	n/a	n/a	n/a	n/a	n/a	18.5%	17.1%
Satisfied						63.4%	74.0%
Dissatisfied						13.6%	8.2%
Very Dissatisfied						<u>4.5%</u>	<u>0.7%</u>
						100.0%	100.0%
						n=287	n=292
Mean (average) =						2.96	3.08
Overall Percent Satisfied						81.9%	91.1%
# of people who were not sure:						13	8

NOTE: In 2003, the question referred to the "Town government."

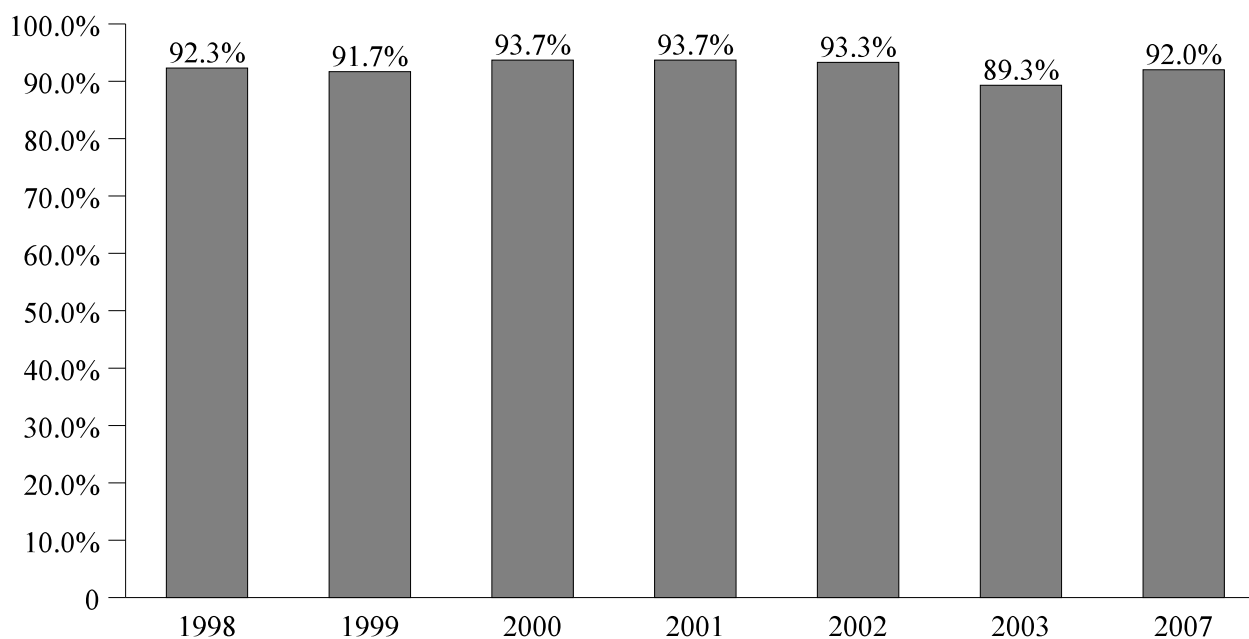
Overall Percent Satisfied



In general, how satisfied are you with the job Herndon is doing in giving you a good value for your tax dollar?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	23.0%	27.9%	23.7%	28.7%	34.0%	27.3%	20.0%
Satisfied	69.3%	63.8%	70.0%	65.0%	59.3%	62.0%	72.0%
Dissatisfied	7.7%	7.0%	5.3%	5.3%	5.7%	8.0%	7.3%
Very Dissatisfied	<u>0.0%</u>	<u>1.3%</u>	<u>1.0%</u>	<u>1.0%</u>	<u>1.0%</u>	<u>2.7%</u>	<u>0.7%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=300	n=301	n=300	n=300	n=300	n=300	n=300
Mean (average) =	3.15	3.18	3.16	3.21	3.26	3.14	3.11
Overall Percent Satisfied	92.3%	91.7%	93.7%	93.7%	93.3%	89.3%	92.0%

Overall Percent Satisfied



SUMMARY TABLE

Percent Satisfied (“Very Satisfied” + “Satisfied” Responses Combined)

Overall, are you Very Satisfied (4), Satisfied (3), Dissatisfied (2), or Very Dissatisfied (1) with:

(In descending order based on the 2007 column)

	<u>1998</u> <u>% Satisfied</u>	<u>1999</u> <u>% Satisfied</u>	<u>2000</u> <u>% Satisfied</u>	<u>2001</u> <u>% Satisfied</u>	<u>2002</u> <u>% Satisfied</u>	<u>2003</u> <u>% Satisfied</u>	<u>2007</u> <u>% Satisfied</u>
The programs, services, & playing conditions at the Herndon Golf Course	97.0%	94.6%	97.5%	97.0%	97.6%	96.7%	98.9%
The variety of classes at the Herndon Community Center	93.8%	95.1%	96.8%	96.8%	97.2%	96.3%	97.9%
The cleanliness & appearance of public buildings & grounds	n/a	n/a	n/a	n/a	n/a	n/a	97.7%
The number & quality of cultural activities, the arts, Downtown concerts, the Farmer’s Market, & festivals	97.0%	97.0%	95.9%	96.3%	97.7%	96.6%	97.0%
The quality & professionalism of police service in Herndon	97.0%	93.7%	94.3%	94.3%	97.7%	95.9%	96.6%
The information available to you about Town services like trash collection schedules, upcoming events, Town Council meetings, or other things	88.0%	90.4%	91.6%	90.9%	94.7%	97.0%	95.7%
The responsiveness of the Town’s police officers	n/a	n/a	n/a	96.0%	97.0%	96.6%	95.6%
The activities & entertainment at the Herndon Festival	98.0%	94.9%	97.3%	95.3%	96.9%	97.2%	95.6%
How understandable the newspaper summary of the Town’s budget & capital improvement program is	93.9%	89.5%	94.2%	92.8%	96.4%	94.5%	95.5%
The service you receive when paying your real estate tax, water bill, or buying a vehicle decal	94.6%	90.2%	93.6%	94.7%	96.3%	94.6%	95.3%

(continued)

SUMMARY TABLE (continued)**Percent Satisfied (“Very Satisfied” + “Satisfied” Responses Combined)****Overall, are you Very Satisfied (4), Satisfied (3), Dissatisfied (2), or Very Dissatisfied (1) with:**

	<u>1998</u> <u>% Satisfied</u>	<u>1999</u> <u>% Satisfied</u>	<u>2000</u> <u>% Satisfied</u>	<u>2001</u> <u>% Satisfied</u>	<u>2002</u> <u>% Satisfied</u>	<u>2003</u> <u>% Satisfied</u>	<u>2007</u> <u>% Satisfied</u>
The quality of Town parks & the variety of park amenities	n/a	n/a	n/a	n/a	n/a	n/a	95.3%
The adequacy of rain water drainage from Town streets	90.7%	88.7%	95.0%	92.0%	96.0%	92.3%	95.3%
The cleanliness of Town streets	n/a	n/a	n/a	n/a	n/a	n/a	94.7%
The quality of the water & sewer services	92.7%	94.4%	96.3%	96.0%	96.7%	98.7%	94.7%
The condition of Town streets	96.0%	96.3%	95.3%	93.7%	91.0%	88.3%	94.0%
The curbside trash & recycling services, including the drop-off center for recyclables	90.9%	91.0%	90.0%	91.3%	92.6%	92.3%	92.3%
The job Herndon is doing in giving you a good value for your Town tax dollar	92.3%	91.7%	93.7%	93.7%	93.3%	89.3%	92.0%
The snow removal from Town streets	94.9%	90.9%	91.6%	94.0%	95.9%	89.5%	91.2%
How responsive the Town staff is to citizens’ ideas or concerns	n/a	n/a	n/a	n/a	n/a	81.9%	91.1%
How bicycle & pedestrian-friendly Herndon is	n/a	n/a	n/a	n/a	n/a	n/a	88.3%
The placement & adequacy of street lighting	87.7%	83.4%	86.3%	82.7%	85.7%	83.7%	87.7%
The overall appearance & maintenance of properties in your neighborhood	85.3%	79.7%	86.0%	89.0%	90.3%	86.3%	87.0%
The overall appearance & maintenance of properties in other neighborhoods in Herndon	n/a	83.9%	89.8%	91.3%	89.9%	83.1%	86.7%

(continued)

SUMMARY TABLE (continued)**Percent Satisfied (“Very Satisfied” + “Satisfied” Responses Combined)****Overall, are you Very Satisfied (4), Satisfied (3), Dissatisfied (2), or Very Dissatisfied (1) with:**

	1998 <u>% Satisfied</u>	1999 <u>% Satisfied</u>	2000 <u>% Satisfied</u>	2001 <u>% Satisfied</u>	2002 <u>% Satisfied</u>	2003 <u>% Satisfied</u>	2007 <u>% Satisfied</u>
The level of safety you feel in Herndon	95.0%	93.0%	92.3%	92.3%	93.7%	93.0%	86.3%
The flow of traffic on Town streets	53.0%	45.5%	47.7%	61.3%	60.3%	63.0%	74.3%
The Town’s efforts to enforce regulations that control how many people can live in one home or apartment	n/a	n/a	n/a	n/a	n/a	43.6%	63.1%

SUMMARY TABLE

Average Satisfaction Ratings

Overall, are you Very Satisfied (4), Satisfied (3), Dissatisfied (2), or Very Dissatisfied (1) with:

(In descending order based on the 2007 column)

	<u>1998</u> <u>Avg. Rating</u>	<u>1999</u> <u>Avg. Rating</u>	<u>2000</u> <u>Avg. Rating</u>	<u>2001</u> <u>Avg. Rating</u>	<u>2002</u> <u>Avg. Rating</u>	<u>2003</u> <u>Avg. Rating</u>	<u>2007</u> <u>Avg. Rating</u>
The responsiveness of the Town's police officers	n/a	n/a	n/a	3.42	3.51	3.45	3.46
The quality & professionalism of police service in Herndon	3.47	3.37	3.36	3.36	3.52	3.43	3.45
The activities & entertainment at the Herndon Festival	3.55	3.47	3.51	3.39	3.45	3.41	3.43 B
The number & quality of cultural activities, the arts, Downtown concerts, the Farmer's Market, & festivals	3.41	3.41	3.40	3.34	3.46	3.34	3.40
The curbside trash & recycling services, including the drop-off center for recyclables	3.35	3.28	3.27	3.25	3.36	3.32	3.39 C E G
The cleanliness & appearance of public buildings & grounds	n/a	n/a	n/a	n/a	n/a	n/a	3.37
The cleanliness of Town streets	n/a	n/a	n/a	n/a	n/a	n/a	3.37
The snow removal from Town streets	3.41	3.28	3.26	3.34	3.37	3.28	3.35
The service you receive when paying your real estate tax, water bill, or buying a vehicle decal	3.17	3.10	3.21	3.23	3.30	3.27	3.32 A C E
The information available to you about Town services like trash collection schedules, upcoming events, Town Council meetings, or other things	3.14	3.14	3.21	3.22	3.32	3.38	3.30 A C
The quality of the water & sewer services	3.28	3.23	3.29	3.30	3.35	3.38	3.29

(continued)

NOTE: See pg. 53 for T-Test key.

SUMMARY TABLE (continued)**Average Satisfaction Ratings****Overall, are you Very Satisfied (4), Satisfied (3), Dissatisfied (2), or Very Dissatisfied (1) with:**

	1998 <u>Avg. Rating</u>	1999 <u>Avg. Rating</u>	2000 <u>Avg. Rating</u>	2001 <u>Avg. Rating</u>	2002 <u>Avg. Rating</u>	2003 <u>Avg. Rating</u>	2007 <u>Avg. Rating</u>
The quality of Town parks & the variety of park amenities	n/a	n/a	n/a	n/a	n/a	n/a	3.26
The variety of classes at the Herndon Community Center	3.39	3.31	3.31	3.27	3.28	3.32	3.25 _B
The adequacy of rain water drainage from Town streets	3.06	3.05	3.14	3.13	3.24	3.14	3.24 _{A C E G K}
The programs, services, & playing conditions at the Herndon Golf Course	3.23	3.13	3.18	3.16	3.23	3.17	3.20
The condition of Town streets	3.28	3.22	3.21	3.23	3.23	3.14	3.17 _B
How bicycle & pedestrian-friendly Herndon is	n/a	n/a	n/a	n/a	n/a	n/a	3.15
The overall appearance & maintenance of properties in your neighborhood	3.14	3.06	3.09	3.15	3.27	3.14	3.13 _J
How understandable the newspaper summary of the Town's budget & capital improvement program is	3.07	3.00	3.11	3.05	3.15	3.16	3.12 _C
The level of safety you feel in Herndon	3.41	3.29	3.30	3.25	3.37	3.33	3.12 _{B D F H J L}
The job Herndon is doing in giving you a good value for your Town tax dollar	3.15	3.18	3.16	3.21	3.26	3.14	3.11 _{H J}
The placement & adequacy of street lighting	3.04	2.99	3.03	2.96	3.05	3.02	3.11 _{C G}
How responsive the Town staff is to citizens' ideas or concerns	n/a	n/a	n/a	n/a	n/a	2.96	3.08 _K

(continued)

NOTE: See pg. 53 for T-Test key.

SUMMARY TABLE (continued)**Average Satisfaction Ratings****Overall, are you Very Satisfied (4), Satisfied (3), Dissatisfied (2), or Very Dissatisfied (1) with:**

	1998	1999	2000	2001	2002	2003	2007
	<u>Avg. Rating</u>	<u>Avg. Rating</u>	<u>Avg. Rating</u>	<u>Avg. Rating</u>	<u>Avg. Rating</u>	<u>Avg. Rating</u>	<u>Avg. Rating</u>
The overall appearance & maintenance of properties in other neighborhoods in Herndon	n/a	2.93	3.00	3.00	3.02	2.90	2.94
The flow of traffic on Town streets	2.49	2.33	2.39	2.61	2.60	2.64	2.82 _{A C E G I K}
The Town's efforts to enforce regulations that control how many people can live in one home or apartment	n/a	n/a	n/a	n/a	n/a	2.32	2.65 _K

Scale: 4.0 = Very Satisfied
 3.0 = Satisfied
 2.0 = Dissatisfied
 1.0 = Very Dissatisfied

T-Test Key: A = sig. improvement over 1998
 B = sig. decline since 1998
 C = sig. improvement over 1999
 D = sig. decline since 1999
 E = sig. improvement over 2000
 F = sig. decline since 2000
 G = sig. improvement over 2001
 H = sig. decline since 2001
 I = sig. improvement over 2002
 J = sig. decline since 2002
 K = sig. improvement over 2003
 L = sig. decline since 2003

(Based on a Two-Tailed T-Test statistic.)

NOTE: Averages include only those with opinions. Slight wording changes have occurred over the years.

2007 Responses Only

If you were to name one thing you would like to see improved in Herndon, what would that be?

	<u>2007</u>
I don't have any suggestions because I'm generally happy	16.3%
There's just too much traffic in Herndon	9.7%
Too many unrelated people are living together	7.7%
We need to reduce the number of illegal immigrants in Herndon already	6.3%
We need to control the influx of illegal immigrants	6.0%
We need the 'official' day labor site/Re-open the old site	6.0%
People are hanging out/loitering/vagrants	4.0%
Make Herndon safer/Increase police patrols	2.3%
We need more frequent trash pickup	2.3%
We need to control housing growth	1.7%
Be kinder to the immigrants who have made Herndon their home	1.7%
Do something about the gangs in Herndon	1.7%
We need a better recycling program	1.7%
We need a cultural arts center/fine arts center	1.7%
Don't take down more trees for development	1.3%
Enforce codes in rundown residential areas	1.3%
Excessive thru traffic	1.3%
Add more crosswalks on Elden Street/Downtown area	1.3%
Improve the communication between ordinary citizens and Town Council	1.3%
Council members should be more civil to one another	1.3%
Improve the schools	1.3%
Improve urban planning	1.3%
Lower my taxes	1.0%
Expand the Downtown revitalization	1.0%
Improve the sidewalks	1.0%
We need nicer restaurants	1.0%
We need more streetlights	1.0%
Improve snow removal on smaller residential streets	1.0%
Eliminate the vehicle tax	0.7%
Get rid of or improve the unattractive areas in Herndon	0.7%
Raise the speed limits where possible	0.7%

(continued)

2007 Responses Only

**If you were to name one thing you would like to see improved in Herndon, what would that be?
(continued)**

	<u>2007</u>
We need a way for more illegals to become citizens	0.7%
More lighting on the bike trails	0.7%
Build a Town Center	0.7%
Improve drainage problems	0.7%
Don't let people block off streets to play sports, etc.	0.7%
We need to control commercial growth	0.3%
Require English as our official Town language	0.3%
Council should do long range planning and budgeting	0.3%
Irrigate the soccer fields	0.3%
Build housing for seniors	0.3%
Ticket more speeders	0.3%
Need a faster building permit process	0.3%
People moving in ignore housing restrictions	0.3%
More handicapped access sidewalks	0.3%
More street cleaning	0.3%
We need nicer stores/shops	0.3%
We need a larger Community Center	0.3%
Build a nature center	0.3%
Add a bike path to the access bridge over Elden Street	0.3%
Build more parks	0.3%
Improve our water quality	0.3%
Tell citizens how to learn about local ordinances	0.3%
Bring in more jobs	0.3%
We need a METRO stop	0.3%
Improve bus service in Herndon	0.3%
More help for the elderly	0.3%
Tell us how our tax dollars are being spent	0.3%
Improve your Web site	0.3%
Improve local road signage (e.g., for dead end streets)	0.3%
Improve race relations	0.3%
Being on the national news has made us look bad	0.3%
Put Council meeting minutes on the Town Web site	<u>0.3%</u>
	100.0%
	(n=300)

Do you have access to the Internet from a computer in your home or at work?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Yes	n/a	n/a	85.3%	85.7%	85.0%	81.7%	90.7%
No			<u>14.7%</u>	<u>14.3%</u>	<u>15.0%</u>	<u>18.3%</u>	<u>9.3%</u>
			100.0%	100.0%	100.0%	100.0%	100.0%
			n=300	n=300	n=300	n=300	n=300

(Of those who have Internet access...) Have you ever visited the Town of Herndon's official Internet Web site at www.Herndon-VA.gov?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Yes	n/a	n/a	n/a	n/a	n/a	n/a	67.3%
No							<u>32.7%</u>
							100.0%
							n=272

(Of those who had visited the Town's Web site/felt they could rate it...) How satisfied are you with the Town's official Internet Web site?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Very Satisfied	n/a	n/a	11.3%	15.9%	15.0%	15.2%	17.5%
Satisfied			75.8%	72.0%	78.7%	77.5%	75.4%
Dissatisfied			12.1%	10.6%	4.7%	6.6%	7.1%
Very Dissatisfied			<u>0.8%</u>	<u>1.5%</u>	<u>1.6%</u>	<u>0.7%</u>	<u>0.0%</u>
			100.0%	100.0%	100.0%	100.0%	100.0%
			n=124	n=132	n=127	n=151	n=183
Mean (average) =			2.98	3.02	3.07	3.07	3.10 E
Overall Percent Satisfied			87.1%	87.9%	93.7%	92.7%	92.9%

of people who were not sure/hadn't visited the Herndon Web Site:

132 125 128 94 89

of people without Internet access:

44 43 45 55 28

T-Test Key: E = sig. improvement over 2000

DEMOGRAPHICS

Do you own your home or are you renting?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Owens/Has mortgage	89.0%	88.4%	83.0%	74.3%	72.7%	66.7%	71.7%
Renting	<u>11.0%</u>	<u>11.6%</u>	<u>17.0%</u>	<u>25.7%</u>	<u>27.3%</u>	<u>33.3%</u>	<u>28.3%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=300	n=301	n=300	n=300	n=300	n=300	n=300

Are you in your (Read Choices)?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Twenties	n/a	n/a	n/a	n/a	n/a	10.3%	12.0%
Thirties						23.3%	25.3%
Forties						28.7%	31.0%
Fifties						25.0%	14.7%
Sixties						9.0%	11.7%
Seventies or older						<u>3.7%</u>	<u>5.3%</u>
						100.0%	100.0%
						n=300	n=300

AVERAGES:

*Mean =	45.9 yrs.	45.4 yrs.
Median =	45.7 yrs.	44.1 yrs.

*Based on category mid-point interpolation. In 2003 and 2007, a value of 73 was used for the “Seventies or older” category.

Which BEST describes you? Are you (Read Choices)?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
White	n/a	n/a	n/a	n/a	n/a	63.3%	59.7%
African American						7.7%	8.0%
Hispanic						14.0%	20.3%
From another ethnic background						<u>15.0%</u>	<u>12.0%</u>
						100.0%	100.0%
						n=300	n=300

Lastly, please stop me when I say the LETTER that best reflects your total yearly household income. Is it (Read Choices)?

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
A) Under \$50,000	n/a	n/a	n/a	n/a	n/a	n/a	20.0%
B) \$50,000 to \$99,999							29.0%
C) \$100,000 or more							47.3%
Refused to say (not read)							<u>3.7%</u>
							100.0%
							n=300

Gender of Respondent

	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2007</u>
Male	46.0%	48.5%	52.7%	48.3%	47.3%	47.3%	47.0%
Female	<u>54.0%</u>	<u>51.5%</u>	<u>47.3%</u>	<u>51.7%</u>	<u>52.7%</u>	<u>52.7%</u>	<u>53.0%</u>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	n=300	n=301	n=300	n=300	n=300	n=300	n=300

NOTE: This was a pre-set quota to be sure males were adequately represented.

APPENDIX

TOWN OF HERNDON: 2007 RESIDENTS' OPINION SURVEY

Hello, I'm _____ calling on behalf of the Town of Herndon. We are conducting a citizens' survey to see if the Town is doing a good job in serving its residents. *(Interviewer will determine the primary language. If not English, she will indicate how this should be handled.)*

1) Is anyone in your household an employee of the Town of Herndon?

☐ Yes (**STOP & mark DNQ: EMPL**)

☐ No (**Continue**)

2) Do you live within the Town limits of Herndon, or are you in unincorporated Fairfax County?

☐ Herndon (**Continue**)

☐ Fairfax County (**STOP & mark DNQ: COUNTY**)

3) How long have you lived in the Town of Herndon? ____ ____ yrs (**01 = One year or less**)

4) People learn about Town of Herndon services, policies, and programs in various ways. What is the MAIN way you now learn about these things?

5) I'd like to read some choices to you. Please tell me which ONE of these would be the best way for you to learn about Herndon's services, policies, and programs?

1- The Herndon Observer, Times or Connection

2- The Town's Web site,

3- Other Web sites,

4- HCTV on Cox Channel 23 or Verizon 42,

5- In the mail, or

x- some other way _____?

6) What do you like BEST about living in the Town of Herndon?

We realize that you may receive some of your services from Fairfax County, but I would like to ask you about the services provided by the Town of Herndon. **Overall**, are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with: **(Use Rotation Scheme)**

	Very <u>Satis.</u>	<u>Satis.</u>	<u>Dissat.</u>	Very <u>Dissat.</u>	NS/ <u>NA</u>	
7)	4	3	2	1	7	The quality of the water and sewer services
8)	4	3	2	1	7	The snow removal from Town streets
9)	4	3	2	1	7	The cleanliness of Town streets
10)	4	3	2*	1*	7	The flow of traffic on Town streets
11)	4	3	2	1	7	The condition of Town streets
12)	4	3	2	1	7	The adequacy of rain water drainage from Town streets
13)	4	3	2	1	7	The placement and adequacy of street lighting
14)	4	3	2	1	7	The cleanliness and appearance of public buildings and grounds
15)	4	3	2	1	7	The activities and entertainment at the Herndon Festival
16)	4	3	2	1	7	The variety of classes at the Herndon Community Center
17)	4	3	2	1	7	The programs, services, and playing conditions at the Herndon Golf Course
18)	4	3	2	1	7	The quality of Town parks and the variety of park amenities
19)	4	3	2	1	7	How bicycle and pedestrian-friendly Herndon is
20)	4	3	2	1	7	The number and quality of cultural activities, the arts, Downtown concerts, the Farmer's Market, and festivals
21)	4	3	2	1	7	The responsiveness of the Town's police officers
22)	4	3	2	1	7	The quality and professionalism of police service in Herndon
23)	4	3	2*	1*	7	The level of safety you feel in Herndon

	<u>Very</u> <u>Satis.</u>	<u>Satis.</u>	<u>Dissat.</u>	<u>Very</u> <u>Dissat.</u>	<u>NS/</u> <u>NA</u>	
24)	4	3	2*	1*	7	The overall appearance and maintenance of properties in your neighborhood
25)	4	3	2*	1*	7	The overall appearance and maintenance of properties in other neighborhoods in Herndon
26)	4	3	2	1	7	The Town's efforts to enforce regulations that control how many people can live in one home or apartment
27)	4	3	2	1	7	The curbside trash and recycling services, including the drop-off center for recyclables
28)	4	3	2	1	7	The service you receive when paying your real estate tax, water bill, or buying a vehicle decal
29)	4	3	2	1	7	The information available to you about Town services like trash collection schedules, upcoming events, Town Council meetings, or other things
30)	4	3	2	1	7	How understandable the newspaper summary of the Town's budget and capital improvement program is -- the one that's mailed to Herndon residents each Spring
31)	4	3	2	1	7	How responsive the Town staff is to citizen's ideas or concerns
32)	4	3	2	1	7	How satisfied are you with the job Herndon is doing in giving you a good value for your Town tax dollar
33)	On another topic... if you were to name one thing you would like to see improved in Herndon, what would that be?					

++++ If Q10, 23, 24, or 25 = Not Satisfied, Ask These Follow-up Questions +++++

(If Q10 = 1 or 2) You mentioned concerns about traffic flow on Town streets. What do you see as being the problem with traffic flow in Herndon? **Where** is that problem?

34) **Problem?** _____

35) **Where?** _____

36) (If Q23 = 1 or 2) You had concerns about the level of safety you feel in Herndon.
How could safety be improved?

(If Q24 = 1 or 2) You said properties in your neighborhood had appearance or maintenance problems. What specifically is the problem? And, in which neighborhood do you live?

37) **Problem?** _____

38) **In which neighborhood do you live?** _____

(If Q25 = 1 or 2) You said "other" neighborhoods had appearance or maintenance problems. What specifically is the problem and in which neighborhood(s)?

Problem:

Neighborhood:

39) _____ 40) _____

41) _____ 42) _____

++++ End of Follow-up Questions +++++

43) Do you have access to the Internet from a computer in your home or at work?

1- Yes 2- No (**Go to Q46**)

44) Have you ever visited the Town of Herndon's official Internet Web site at www.Herndon-VA.gov?

1- Yes 2- No (**Go to Q46**)

45) (**If YES...**) Are you Very Satisfied, Satisfied, Dissatisfied, or Very Dissatisfied with:

Very <u>Satis.</u>	<u>Satis.</u>	<u>Dissat.</u>	Very <u>Dissat.</u>	
4	3	2	1	The Town of Herndon's Web site?

46) Do you own your home or are you renting?

1- Owns/has mortgage 2- Renting

47) Are you in your: (**Read Choices**)

2- Twenties 3- Thirties 4- Forties 5- Fifties 6- Sixties, or 7- Older?

48) Which BEST describes you, are you: (**Read Choices**)

1- White 2- African-American 3- Hispanic, or 4- From another ethnic group?

49) Lastly, please STOP me when I say the LETTER that best reflects your total household income last year... (**Read Choices**)

1- A) Under \$50,000
 2- B) \$50,000 - \$99,999
 3- C) \$100,000 or more 9 - Refused to say

50) **GENDER:** 1- Male 2- Female